

Plumber™

OLD-SCHOOL OPERATION

From humble origins, the Peña family built a nearly 60-year-old business based on basics [Page 14](#)

▲ On The Road
REFERRAL PROGRAMS CAN HELP
CUSTOMERS, AND YOUR COMPANY
[Page 24](#)

▲ In The Shop
TIME TO GO GREEN WITH
NEW COMPANY VEHICLES
[Page 28](#)

THE ULTIMATE PIPE COATING PACKAGE
QUIK-COATING SYSTEM
FOR DRAIN, WASTE AND VENT PIPES



**RESTORE YOUR
PIPES TO LIKE
NEW CONDITION**

PERFECT FOR 2"-16" PIPES

EVERY SYSTEM INCLUDES HANDS-ON TRAINING!



100' INSPECTION CAMERA

This affordable inspection camera is portable, flexible and GREAT on smaller diameter pipes.



**RENSSI HIGH-SPEED
DRAIN CLEANING MACHINE**

The perfect match for our Quik-Coating System, excellent for cleaning & prepping pipes.

3-CHAIN CHAIN KNOCKER

TOP CHOICE FOR PLUMBERS/DRAIN CLEANERS



ULTIMATE DRAIN CLEANING BUSINESS PACKAGE

SYSTEMS
eindust.com

DRAINLINE JETTING EQUIPMENT
www.hotjetusa.com

4-8186

**SAVE
\$10,000.00!**
Training & Freight
Included!*



Featuring the
HOTJET II[®]
BUILT FOR THE PLUMBER

PAYMENTS FROM

\$725.00
PER MONTH

20% DOWN, 60 MONTHS O.A.C.

SALE PRICE \$42,995.00

Package also includes:

Hand-Held
Jetter



- 120v/2HP Premium Baldor Motor
- 2 GPM 1600 PSI Adjustable Pressure
- Ball Valve On and Off
- HD Frame and Tires
- 100' 1/4" Jetting Hose
- Lazer & Ram Nozzles Included

Inspection
Camera



- Complete Package, Turn Key Ready to Use
- Extended Warranty (2 Years)
- No Up-Selling
- \$490 Bonus Value Product Included
- Comes with 2nd Head to Inspect Smaller Lines

Utility
Locator



- 33kHz or 512Hz Operating Frequency
- Antenna Mode: Peak
- Continuous Battery Life: 40 hours
- Backlit LCD Bar Graph & Indicators
- Variable Pitch Response
- 126dB Dynamic Range


HotJetUSA[®]

1-800-624-8186



* Training includes flight (from lower 48 states only) to our training facility in Salt Lake City, hotel, ground transportation and meals for one. Freight to the lower 48 states only is included in the sale price. Please contact us for freight costs to Alaska, Hawaii and International.



In the SHOP

P

Embracing Green

CNG, electric vehicles provide options for plumbers looking to become more environmentally friendly and see cost savings.

- By Tim Dobbins



On the Cover

Valley Plumbing, Heating & Cooling plumbing technician Jake Johnson uses a pipe wrench to tighten a gas piping union on a chile seed dryer. Johnson has worked for the company for 25-plus years. The company was founded in 1963 by Raul Peña and is now operated by Raul's son Steve. The company services an area 15 miles around Mesilla, New Mexico. (Photography by Brian Kanof)

Coming Next Month - Inspection, Location and Leak Detection

- ▲ Plumber Profile: Kegonsa Plumbing (Madison, Wisconsin)
- ▲ Industry Insider: Randy Lorge
- ▲ On The Road: Coming Up With Company Names

8 From the Editor: Looking for Improvement

Take time to work with your team one-on-one to build a love and dedication to the industry and your company.
- By Cory Dellenbach

10 @plumbermag.com

Check out our exclusive online content.

14 Profile: Old-School Operation

From humble origins, the Peña family built a nearly 60-year-old business based on basics.
- By Ken Wysocky

24 On The Road: Very Verbal Marketing

Revenue-boosting referral program urges customers to become blabbermouths.
- By Ken Wysocky

32 Smart Business: Focusing on Your Website

There are some basic necessities that any plumbing company should have prominently displayed on its website.
- By Alicia Johnston

34 Industry Insider: The Importance of Brand Consistency

Keeping elements consistent in advertising will allow customers to easily recognize your plumbing company.
- By Anthony Pacilla

36 Product Focus: Pipeline and Lateral Rehabilitation

- By Craig Mandli

40 Case Studies: Pipeline and Lateral Rehabilitation

- By Craig Mandli

42 Industry News

44 Product News: Product Spotlight: Camera ideal for small-diameter pipe inspection

- By Tim Dobbins

48 Calendar

MACHINES
AS THAT WORK
HARD
AS YOU DO

BEFORE

AFTER



SPARTAN
STRENGTH.
PICOTE POWER.



CLEANING
TOOL
PACKAGE
INCLUDED



Includes Smart Cleaner Hub and Side Grinding Panels,
Front Drill Head 25mm, 2" Mini Smart Sweeper,
and Cleaning Chain.

REVOLUTION M1

The Revolution M1 delivers all the strength you expect from a Spartan machine, backed by Picote power.

The Revolution M1 high speed flex shaft machine is designed for maximum cleaning power in a small footprint. Perfect for 1¼" to 3" lines, it easily navigates P-traps, U-bends, and pipes with multiple 90-degree bends.



"The Revolution machine is our go-to for clearing roots in residential lines. It quickly and effectively clears the line and saves the customer from having to do costly repairs. We also rely on it in commercial buildings with cast iron pipes for rapidly descaling problem lines."

Brent Bogan, Affordable Rooter Service of Little Rock, AR

SPARTANTOOL.COM
800.435.3866

ADVERTISER INDEX

ALLAN J. COLEMAN
SINCE 1905

Allan J. Coleman Co. 31



Amazing Machinery, LLC 13

American Jetter 48

Arctic Blaster, Inc. 48



Bradford White Water Heaters... 27

BrassCraft Mfg. Co. 23

BRIGHT DYES -
Division of Kingscote Chemicals . 48



Cam Spray 41



Central Oklahoma Winnelson 26



Duracable Manufacturing Co. 43

Flows.com 50



General Pipe Cleaners,
div. of General Wire Spring, 52



HammerHead Trenchless 47



HotJet USA 3



IPP Solutions, LLC 35

Mark's Plumbing Parts 26, 33



MaxLiner USA 19

McCormick Systems, Inc. 48



Nexstar Network, Inc. 22



NuFlow Technologies 11



Picote Solutions 22



Pipe Lining Supply 2



Pulsar 2000, Inc. 17

Rinnai America Corp. 7

Service Nation/Roundtable. 12

SharkBite (RWC) 21



Spartan Tool LLC 5

Superior Signal Company LLC ... 48



Trojan Worldwide, Inc. 51



TRY TEK Machine Works, Inc. 12

Viega 9

Walton Company 33

WEQ Fair 49

WWETT Show 30

Classifieds 46

Plumber

Exclusively serving plumbing contractors and franchisees

Published monthly by COLE Publishing, Inc.
1720 Maple Lake Dam Rd., PO Box 220
Three Lakes, WI 54562

Call toll-free 800-257-7222
Outside of U.S. or Canada call 715-546-3346
Mon.- Fri., 7:30 a.m.-5 p.m. CST
Website: www.plumbermag.com
Email: info@plumbermag.com | Fax: 715-546-3786

SUBSCRIPTION INFORMATION: A one-year (12-issue) subscription to Plumber in the United States or Canada is free to qualified subscribers. A qualified subscriber is any individual or company in the United States or Canada that is involved in the inspection, cleaning, repair and installation of residential and commercial sewer lines. Non-qualified subscriptions are available at a cost of \$60 per year in the United States and Canada/Mexico. Subscriptions to all other foreign countries cost \$80 per year. To qualify, visit www.plumbermag.com/order/subscription or call 800-257-7222.

Our subscriber list is occasionally made available to carefully selected companies whose products or services may be of interest to you. Your privacy is important to us. If you prefer not to be a part of these lists, please contact Holly at holly.gensler@colepublishing.com.

CLASSIFIED ADVERTISING: RATE: No Photo Classified \$25 for 20 words, each additional word \$1. All classified advertising must be PAID IN ADVANCE. DEADLINE: Classifieds must be received by the first of the month for insertion in the next month's edition. PHONE-IN ADS ARE NOT ACCEPTED. Ads may be faxed only when charging to MasterCard, VISA, Amex or Discover. Please supply all credit card information with faxed ads. Be sure to include your phone number (with area code) in your ad. Make checks payable to COLE Publishing Inc. and mail with classified ad to the address above. CLASSIFIED ADVERTISING APPEARS NATIONWIDE AND ON THE INTERNET. Not responsible for errors beyond first insertion.

DISPLAY ADVERTISING: Contact one of our sales staff at 800-994-7990. Publisher reserves the right to reject advertising that in its opinion is misleading, unfair or incompatible with the character of the publication.



Ann Richmond



Winnie May

REPRINTS AND BACK ISSUES: Visit www.plumbermag.com for options and pricing. To order reprints, call Jeff Lane at 800-257-7222 (715-350.8447) or email jeff.lane@colepublishing.com. To order back issues, call Holly at 800-257-7222 (715.350.8424) or email holly.gensler@colepublishing.com.

CONTROLLED CIRCULATION: 22,000 per month
This figure includes both U.S. and international distribution.

© 2021 COLE PUBLISHING INC.
No part may be reproduced without permission of the publisher.

- facebook.com/PlumberMag
- twitter.com/PlumberMag
- youtube.com/PlumberMagazine
- linkedin.com/company/plumber-magazine

Eat.
Sleep.
Maintain Pipes.
Repeat.

Plumber
It's your Magazine.
Tell your story.

Send your ideas for future articles to
editor@plumbermag.com



Our products are cutting edge. Our programs, even sharper.

Every. Detail. Matters.SM

We take painstaking efforts to provide only the highest quality products. But that's just the beginning. The same attention we give to creating a healthier way of living[®] is also applied to the Rinnai PRO Network. From loyalty point rewards to 24/7 real-time tech support to qualified leads and marketing help for growing your business, we're redefining a working relationship that works harder for our partners and increases your bottom line. **Become a pro at rinnai.us/PRO-Network**

Copyright 2021. Rinnai[®] and creating a healthier way of living[®] are the registered trademarks of Rinnai Corporation used under license by Rinnai America Corporation. Every. Detail. Matters.SM is the trademark of Rinnai America Corporation.

Rinnai[®]



Cory Dellenbach

Looking for Improvement

Take time to work with your team one-on-one to build a love and dedication to the industry and your company

I've said it before in this column, but I enjoy it when I hear from our readers. I'll get an email from a reader telling me about his or her business, how they entered the industry, or about a job they took on.

Last year Steve Peña, owner of Valley Plumbing, Heating & Cooling in Mesilla, New Mexico, reached out to me to introduce himself and sent along a photo of some old plumbing tools.

Those tools were his dad's when he first started the company in the 1960s. You could tell in Steve's email that he was proud of his company, proud of the tools he had on display, and thoroughly enjoyed working in the industry.

DEDICATION

Steve took over the company from his dad and mom in the early 2000s and decided to keep it a small operation.

We've run profiles on companies that are both huge and small in the pages of *Plumber* magazine over the last few years. They all have one thing in common typically — the love for the industry and the dedication to customers they serve.

You can see that love for what they do in how the businesses are run. Those who truly care about the industry and what they do are typically more professional; they take pride in what they do for their customers and their own employees.

Having that love and dedication for what you do is what your customers will see before anything else. If I am looking for a plumber, I want someone who enjoys what he or she does and not someone who is going to hate every minute of it and not do quality work.

AT THE TOP

Having a team that shows that dedication and love for what they do each day starts at the top, with the owner of

Having a team that shows that dedication and love for what they do each day starts at the top, with the owner of the company.

the company. That individual needs to show that themselves and then train the rest of the staff to have that dedication.

It really isn't that hard. Sit the crew down, tell and show them how you expect them to be on job sites, why you feel it's important for them to be that way and tell them why you have that dedication to the industry.

If you do that enough, the crew will start to buy into it, and it will pay off for your company. Your customers will see the quality work being done by dedicated staff and they'll want to keep coming to your plumbing company.

In a normal year the owner of the company and their crews could attend trade shows to start building that dedication and getting some training in, but with the COVID-19 pandemic many of those trade shows aren't being held now or have gone all digital.

That doesn't mean you have to stop with the training. The crews can still undergo training on their own. Have a more experienced plumber go out with a less experienced one and teach them. Have the owner go out with their crew and see what needs to be improved.

Use this time that you might have on your hands now and put it back into your company by way of training and working with your crews more closely.

REACH OUT

As I said at the start, I enjoy hearing from you. Let me know about your company or a job you're working on. Email me at editor@plumbermag.com or call 715-350-8436.

Enjoy this issue! 📧

Ethanol
Mineral Oil
Lube Oil

Viega MegaPress® Systems

WE COVER THE ELEMENTS

Biodiesel
Propane
Butane
Natural Gas
Heating Fuel Oil
Diesel Fuel
Ethylene Glycol
Compressed Air



The only press fitting available for gas,
and also in stainless steel, both up to 4".

Mega job? MegaPress it. Make secure, flameless connections in
16 seconds or less with Viega MegaPress.

Learn more at viega.us/prozone-megapress

Connected in quality.



@plumbermag.com

Visit the site daily for new, exclusive content.

Read our blogs, find resources and get the most out of *Plumber Magazine*.

OVERHEARD ONLINE

"There are all kinds of hurdles that have to be crossed before you even arrive at (a customer's) home to do the work. If you don't lower those barriers ... you'll never get the opportunity to deliver the desired outcome."

— Remove Barriers That Prevent Potential Customers From Calling You

▶ plumbermag.com/featured



NEW MARKETS

Pipe Bursting Opens Up Opportunities For Plumber

In an effort to generate a new revenue stream, Pennsylvania's Pronto Plumbing decided to get involved in trenchless pipeline rehabilitation about five years ago. In this online exclusive, read about how that move has been successful for the company, particularly because of a pipe bursting system that has been a go-to tool.

▶ plumbermag.com/featured



QUICK AND EASY

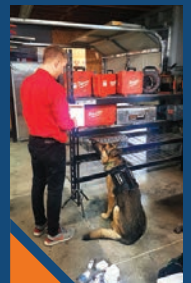
Press Tools Improve Plumber's Productivity

They are not a fit for every job, but when North Carolina's Carrboro Plumbing — featured in the January issue — has deployed press tools, it has found it can complete some jobs as much as 90% faster. Read more in this online exclusive. ▶ plumbermag.com/featured

STAYING ORGANIZED

Never Lose a Tool Again

With 32 technicians, 29 service vehicles, and hundreds of various tools and machines, there used to be a lot of potential for inefficiencies caused by misplaced tools at Cellino Plumbing in Buffalo, New York. That changed when the company invested in an asset-tracking technology from Milwaukee Tool. Read more in this online exclusive. ▶ plumbermag.com/featured



NEWS & ALERTS

Visit Plumbermag.com and sign up for newsletters and alerts. Get exclusive content delivered right to your inbox on topics important to you!



Join the Discussion

Facebook.com/PlumberMag
Twitter.com/PlumberMag

“I MADE MY MONEY BACK ON THE FIRST JOB, AND THEN SOME. THAT’S NO JOKE.”

Profile

NuFlow Certified Contractor

In his first year as a NuFlow Certified Contractor, Jeff Lane generated nearly \$1 million dollars in lining revenue.

Jeff became a NuFlow Certified Contractor in 2019 after a big company called because of sewer backups. Machinery throughout the warehouse made busting out the concrete floor impossible.

“NuFlow gave me the words of wisdom I needed. I made my money back on the first job, and then some. That’s no joke.”

Jeff continues to invest in new equipment and grow his team.

“Lining is a huge part of my business. It has carried me during this pandemic. I just invested in NuCure CCUV and plan to have three lining crews by this time next year.”

NuFlow’s training and support has been the most valuable part of Jeff’s success in building his lining business.

**Jeff’s advice to his fellow plumbers?
“Get your guys out of the trenches and make yourself more profitable.”**



Jeff Lane - King Rooter & Plumber
Expert plumbing, drain, sewer & water heater services. Serving Denver & Boulder, Colorado.

nuflow
WE FIX PIPES

Grow with NuFlow. We Got You.

www.nuflowtechnologies.com

866-248-6880

INTRODUCING
**EASY ONLINE
ORDERING**

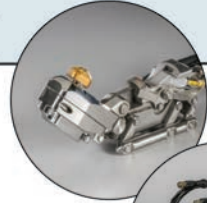
shop.nuflow.com

250 N. Main St.
Jacobus, PA 17407



717-428-1477
www.trytek.com

T80 FLEX CUTTER SYSTEM



Features:

- Easy to use - Quick set up
- Works in relined 3" to 6" pipes
- Navigates easily through multiple 45 and 90 degree elbows
- Powerful hydraulically driven cutter
- Workable 100 ft. cable reel included
- Designed for vertical and horizontal applications
- Complete cutting bit set included

Over 30 Years of Product Excellence!

GROW YOUR BUSINESS 30% YEAR OVER YEAR!



Our members grew by leaps and bounds when they joined & you can too!

JOIN NOW!

CONTENT

Over 6,000 marketing pieces including direct mail, social media coupons, pricing calculators, service agreements, and more.



COMMUNITY

Get answers from the industry's best contractors and consultants.

CASH

Get cash back or special pricing on items you buy everyday from over 100 of our preferred partners. Your membership could pay for itself through our rebates!



877.262.3341 • ServiceRoundtable.com



©2021 SERVICE ROUNDTABLE

VIZTRAC SEWER CAMERA

Mention this ad and receive
FREE
Wi-Fi Upgrade
\$229 Value



FEATURES:

- 7" Color LCD Display
- 1/2" Cable
- 512Hz Sonde
- Built-in Recorder
- Reel with Stand
- Optional Wi-Fi

Starting At
\$1995



SYSTEMS INCLUDES

- 7" Flat Screen LCD in ABS Case
- Built-In Digital Recorder With Remote Control
- Records to SD Card
- Quality High Resolution Color Camera
- Camera Vision Angle Up To 60 Degrees
- 1-3/8" Diameter "Easy Push" Camera Head
- Built-In 512Hz Sonde Transmitter (8'-15')
- Stainless Steel Camera Body With Sapphire Lens
- Waterproof Camera Head
- 6 Super-Bright White LED Lights w/Dimmer
- 1/2" Steel Spring Leader
- 1/2" Super Slick Push Cable
- Choose 100-, 130-, or 150-foot Cable Length
- 20" Powder-Coated Storage Reel (no wheels)
- Operate In Layflat Or Transport In Upright Positions
- Operates On Single 120 Volt Electric Plug
- Warranty: One Year Parts and Labor
- Please Allow 1-2 Weeks for Delivery

#AM215-100 100' Cable
\$1995.00 FREE Freight

#AM215-130 130' Cable
\$2095.00 FREE Freight

#AM215-150 150' Cable
\$2195.00 FREE Freight



▼ Steve Peña, owner of Valley Plumbing, Heating & Cooling, stands in front of a work bench and a wall displaying antique tools his dad plumbed with when he started the company in 1963. Steve took over the company after his mom passed away in 2012.

OLD-SCHOOL OPERATION

From humble origins, the Peña family built a nearly 60-year-old business based on basics

By Ken Wysocky | Photography by Brian Kanof

Valley Plumbing, Heating & Cooling Inc., Mesilla, New Mexico

OWNER	Steve Peña
FOUNDED	1963
EMPLOYEES	Four
SERVICES	Residential service/repair, drain cleaning
SERVICE AREA	15-mile radius around Mesilla

F

or a classic American business success story, look no further than Valley Plumbing, Heating & Cooling in Mesilla, New Mexico.

The late Raul Peña, who came from a family of farm laborers, founded the company back in 1963. He was equipped with little more than utilities experience gleaned from a stint in the U.S. Army (which included serving in the Korean War), a mechanical contractor's license, basic tools and a boundless work ethic.

Peña also had a steadfast partner — his wife, Beatrice, whom he married in 1953 — as well as a strong desire to ply a trade instead of farming.

Nearly six decades later, his son, Steve, owns the company and carries on his parents' legacy: passionately and compassionately providing essential home services in and around Mesilla, located on the southwest outskirts of Las Cruces in the Mesilla Valley.

"When my father started out, he would do everything and anything, from service and repair work to new construction," Peña says. "He used our kitchen as an office,

“We want to make sure clients get a good quality job every time. But we’re not infallible and I will never claim to be. So when screwups happen, we remedy them right away, even if we lose money on the job.”

Steve Peña

the kitchen table as his desk and a small detached garage as his shop. Very humble beginnings.

"Eventually he started to hire employees," he continues. "I remember that at one time he had 15 employees punching a time clock. But some of them were temporary; he usually had about five full-time employees."

Why did he choose plumbing as a career? "He joined the Army at age 17 and the skills he developed there and later on while working for a propane company were a good fit," Peña explains. "He loved mechanical work."

The elder Peña wanted to call the company Mesilla Plumbing. But the name already was taken, so he named it Valley Plumbing, a nod to the valley in which the town lies.

▶ Jake Johnson rolls out the poly gas tubing after he and David Peña connect it to an iron pipe riser on a job site.



► Steve Peña tightens a U-bolt on a water meter attached to a water irrigation discharge pipe on a chili pepper farm, while David Peña, left, and Jake Johnson, center, measure and cut poly gas tubing for the natural gas supply to the irrigation pump motor.

The other plumbing company no longer exists. But Valley Plumbing is still going strong.

Steve Peña joined the company in 1976, after serving in the U.S. Navy for three years after graduating from high school. “I felt fortunate to come home to a full-time job,” he recalls. “But I had to prove myself to my parents.”

“That took a few years because I made my share of mistakes, like any other rookie,” he notes. “But I eventually proved myself, there was no privilege or entitlement in their book.”

Raul Peña died in 2007 and Steve, now 66 years old, took official ownership of the company in 2012, after his mother passed away.

BUSINESS BASICS

Peña runs the business with the same old-school mentality embraced by his father. For marketing, there’s

no website or social media; he relies instead on time-honored basics such as word-of-mouth referrals and the company’s strong reputation for integrity and workmanship.

The old-school philosophy extends to vehicles and machines. Take the company’s smartly lettered 1987 and 1993 Chevrolet step vans, with 110,000 and 130,000 miles on the odometers, respectively, and still going strong, thanks to meticulous maintenance.

“They’re great vehicles,” he says. “You can fit all kinds of stuff in them — you name it, we can carry it. Plus you can stand up inside them.”

“There used to be a dealer here in town that had them for sale all the time,” he adds. “We take real good care of them, do the regular oil changes and lube jobs. They’re very reliable, they just work for us.”

Each truck carries three drain machines made by Spartan Tool: a 1065 model (made for 3- to 10-inch

Wall of antique tools evokes memories of plumber’s father

When Steve Peña, the owner of Valley Plumbing, Heating & Cooling in Mesilla, New Mexico, talks about his father, Raul, who established the company in 1963, the emotion in his voice is unmistakable.

And as a visible testament to his father’s enduring influence and work ethic, Peña created what he calls “the antique wall” about three years ago in his shop.

The pegboard wall holds dozens of vintage tools his father once used to build a business that’s now nearly six decades old. The array includes keyhole saws. A hacksaw. A ladle used to pour melted lead. A hand-crank drill. A folding wooden measuring stick. Old sections of pipes with lead-and-oakum fittings (oakum was material made from old rope fibers and oil or pine tar and used to seal pipe joints). And a hand-crank, drain-cleaning device that was used to feed a 1/4-inch-diameter cable through pipelines.

“I took a lot of stuff from his old inventory, including his lead-and-oakum tools, and hung them on the wall,” he explains. “I just love that kind of stuff. I have a strong emotional attachment to these tools, knowing that he used them every day to provide for me and my mom and my sister.”

Peña admits he often butted heads with his father when he came back home in 1976 to work for the family company following three years of service in the U.S. Navy.

But those differences dissolved over the years as Peña says he proved himself as a plumber.

“He taught me so many things — to be honest, to do a good job, to have faith in the Lord and to love our country,” he says of his father, who died in 2007. “When I started working for him, I felt a lot of pressure to live up to his standards.”

“But now I’m not so hard on myself,” he continues. “I think I’ve done a decent job and proved myself to him and my mom.”

Peña also has other tools his father used that aren’t on the wall, like the 6-foot-long metal rods plumbers screwed together and pushed through drain lines to unclog them.

“There was no motor to drive them through clogs,” he notes. “When sewer machines with motors came out, he was in heaven.”

“Guys back in the day were real plumbers, man,” he adds. “Nowadays everything is plastic and flexible. But there was little margin for error with rigid pipe.”

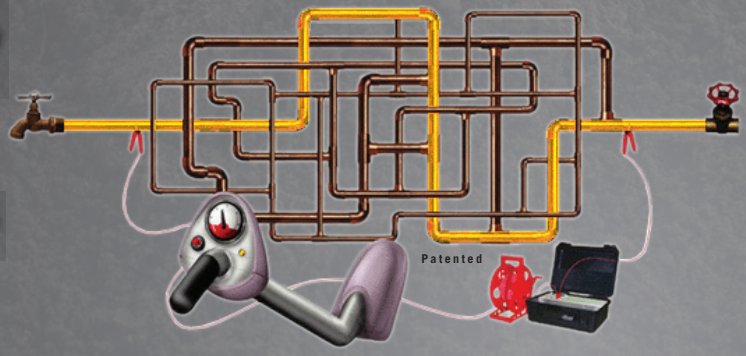
There’s also a line of more than a dozen old pipe wrenches hanging on another wall in Peña’s shop, yet another reminder of a self-made man who left a lasting impression on his son.

“I have even more tools in his old tool box,” he says. “They mean so much to me.”



Pulsar 2000 Line Tracer

- ✓ Locate Lines
- ✓ Locate Water Leaks
- ✓ Training Video



The **Pulsar 2000** line tracer is designed primarily to locate metallic pipes. The Pulsar 2000 is a directional line tracer. Connect the Pulsar's powerful and unique transmitter to your target pipe and locate only that pipe. Locating can be accomplished under floors, in walls and in ceilings. The Pulsar 2000 does not require grounding.

Leak detection personnel... The Pulsar 2000 is a must have locator. Now you can quickly identify the pipe location, thereby reducing the search area of the leak.

100% satisfaction guarantee... We are so sure that you will see the time saving benefit of the Pulsar 2000, we will let you return it for a full refund

if you are not satisfied. If you want to learn more about the Pulsar 2000 and our leak locating equipment, please call **214-388-8838** or e-mail jsmll@aol.com for a free demonstration video or CD and references of satisfied customers.

We have been using the **Pulsar 2000** along with the XL2 fluid detector and Geophones since January 1989 in our leak locating business. Our leak locates are **accurate 95% of the time**, but I can honestly say, the line we trace is always there. Our equipment is user-friendly and requires very little training, as you will see on the video. Purchase the **Pulsar 2000** line tracer, XL2 fluid detector and Geophones, and start locating leaks immediately.

It's a jumble out there.

www.Pulsar2000.com
DISTRIBUTORS WANTED



diameter drainlines), a 100 model (designed for 1 1/2- to 4-inch lines) and a smaller model 81 (for bathtub, shower and sink drains). The machines were purchased around 1985 and still run great.

“They’re great machines, lot of torque in those motors,” Peña says.

OLDIES BUT GOODIES

The company also still relies on a Spartan 737 trailer-mounted water jetter that Peña’s father bought in 1985. It features a 53-gallon water tank, 164 feet of 3/4-inch-diameter hose and water pump that generates 1,000 psi of pressure.

Regular maintenance protocols are critical to keeping older machines running. When business is slower, technician Jake Johnson, Peña’s right-hand man who’s been with the company for more than 25 years, takes the machines apart and then cleans and lubricates them.

“That helps to keep them running,” Peña says. “I’m okay with using older tools. With our equipment and our experience, we get the jobs done. I appreciate new technology, but I appreciate the old school, too.”

The company also owns a Chaser push camera and monitor for inspecting drainlines, made by UEMSI/HTV; an acoustic leak-detection system from Vivax-Metrotech; and a Model 845-5 backflow test kit manufactured by Mid-West Instrument.

The company also invests in power tools made by Milwaukee Tool, RIDGID and Hilti.

COMPLEX JOB

Peña recalls the days years ago when the company’s services were quite different. As an example, he points to a complex project performed nearly 30 years ago for a local chile farmer who, in conjunction with chile farmers in Mexico, built a chile-dehydrating plant in the city of Camargo, in the Mexican state of Chihuahua.

“They were building a plant to dry the chiles and process them,” he explains. Peña flew to Camargo to take measurements for all the 2-inch, black-iron pipes and flexible polyethylene underground pipes that would supply propane gas to the burners used to heat the chiles.

Then Peña pre-fabricated and tested everything in his shop, including testing the gas burners. After all the components

were delivered via a semi-trailer, Peña went back to Camargo to install it all, which took about three days.

“It was a very challenging job,” he says. “One of my helpers and I drove down there and put it all together. Then they fired it up and tested it out. It all worked great — and that farmer still is one of our clients.”

ADAPTING TO CHANGES

As competition increased for installing new-construction plumbing, Peña slowly withdrew from that sector. As a

Continued ▶



▲ The staff at Valley Plumbing, Heating & Cooling includes, from left, Jake Johnson, plumbing technician; David Peña, plumbing apprentice; Steve Peña, owner; and Veronica Garcia, office manager.

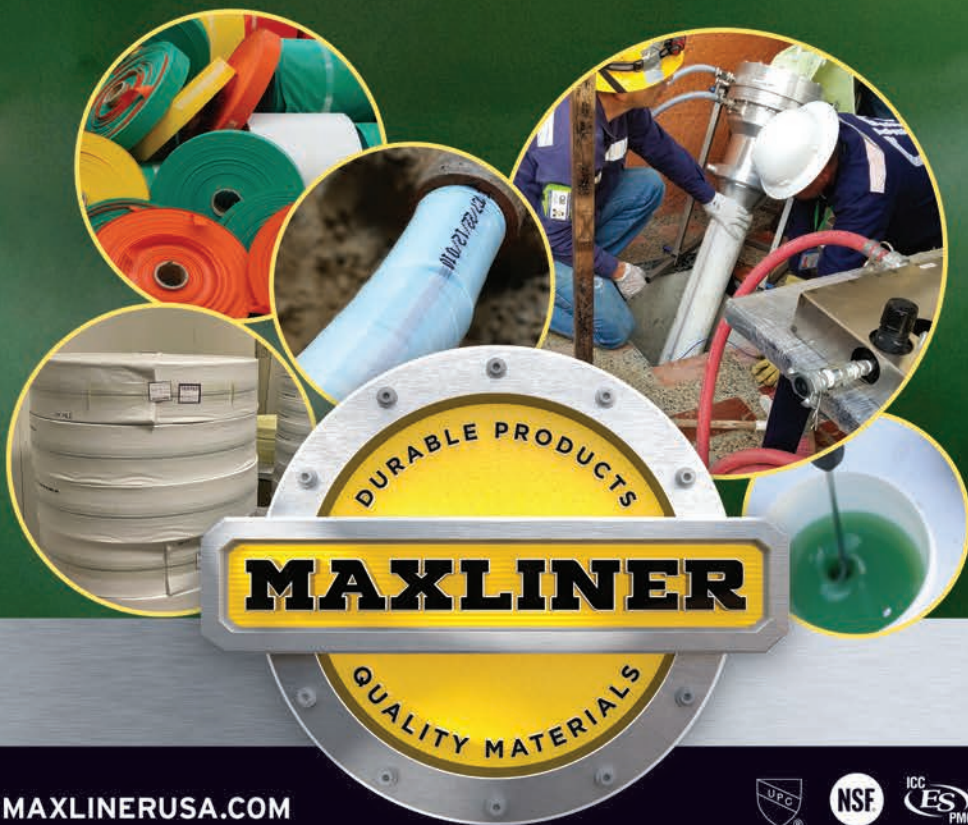
“It was one of the first trailer jettors in Doña Ana County,” says Peña. “A Spartan rep brought it over for a demonstration and we took it to a restaurant and cleaned a clogged sewer line. We used to work with a lot of restaurants back in the day, cleaning grease blockages.

“Man, we liked that machine — Dad bought it right then and there for around \$5,000,” he adds. “If we can’t unclog a line with one of our cable machines, we still use the jetter, either on sewer lines or septic system drainfields.”

THE WORLD'S LARGEST SELECTION OF LINERS, CALTUBES
AND OTHER ESSENTIAL LINING MATERIALS.

NEVER HEAD DOWN A HOLE ALONE.

Source only the highest quality CIPP liners and CalTubes™ from MaxLiner® and be more than prepared on each and every jobsite with the right lateral equipment, materials and support.



MAXLINERUSA.COM



GO WITH MAXLINER: 877.426.5948

Source your next job with a knowledgeable MaxLiner professional.

► Plumbing apprentice David Peña and technician Jake Johnson connect a 1-inch iron pipe game riser to 1-inch poly gas tubing for the natural gas supply to a water irrigation pump motor at a chili pepper farm near Mesilla, New Mexico.



result, the company eventually sold its trenching machines and excavators and downsized to the four employees on board today: Peña; Johnson; Peña's son, David, an apprentice; and office manager Veronica Garcia, also Peña's cousin.

"I wanted less stress, so we decided to concentrate on service repair which has always been our niche — our bread and butter," he explains. "We have very loyal customers that keep us going."

The difficulty in finding quality employees also influenced Peña's decision to downsize. Too many "bad apples" led to subpar work and profit killing callbacks, he notes.

Speaking of callbacks, Peña says part of the company's success stems from one of many lessons he learned from his father: Always take ownership of errors and make things right with customers.

"We want to make sure clients get a good quality job every time," he says. "But we're not infallible and I will never claim to be. So when screwups happen, we remedy them right away, even if we lose money on the job.

"I've learned over the years to just say, 'We screwed up and we will make it right,'" he adds. "And we do."

Peña also says quality workmanship has contributed greatly to the company's success and longevity.

"I'm a perfectionist, which I learned from my father, who was very demanding and hard on me," he explains. "Our finished product better look good. Even if it's covered by Sheetrock, it has to look professional. Period.

"And it better be level, whether horizontal or vertical, and properly anchored with clamps," he continues. "We also coat iron gas fittings with oil, or the rust comes through right away. And if we put Mastic around a flue pipe (to seal the flashing), I don't want it splashed on, I want a nice, straight edge."

END OF THE LINE?

Does Valley Plumbing embody the American dream? "Amen," Peña says. "My father started with nothing and my mom cleaned houses until she became his secretary. They worked together and built a company.

"He was very driven," Peña adds. "All he knew was hard work. And all he wanted was to be successful."

"I'm okay with using older tools. With our equipment and our experience, we get the jobs done. I appreciate new technology, but I appreciate the old school, too."

Steve Peña

As much as Peña hates the idea, Valley Plumbing most likely will not continue on after he retires. He says he's accepted this fact and knows there will come a day when it's time to let a next generation of plumbers — including Johnson and his son, Zach — to make their mark with new companies.

"The business will end with me," he says. "As far as when that happens, I can't say for sure. All I know is that at the moment, by the grace of God, we're surviving and paying our vendors every month and paying ourselves every month. So we just take it one day at a time." ■

Featured Equipment

Hilti North America
800-363-4458
www.hilti.com

Mid-West Instrument
586-254-6500
midwestinstrument.com

Milwaukee Tool
800-729-3878
www.milwaukeetool.com

RIDGID
800-474-3443
www.ridgid.com

Spartan Tool LLC
800-435-3866
www.spartantool.com
Ad on page 5

UEMSI/HTV
877-389-9999
www.uemsi.com

Vivax-Metrotech Corp.
800-446-3392
www.vivax-metrotech.com



It's All About Speed.

Take on emergency plumbing repairs with speed and confidence.

Learn more at sharkbite.com



AN RWC BRAND
RWC



⋮ Have a business growth problem? ⋮ Our network has the answer.

After 14 years in the industry, Aaron Gaynor of The Eco Plumbers has a growth rate to be proud of. He's gone from 8 trucks to 70; from 13 employees to 120 and counting.

What's his secret? It's no secret.

The Eco Plumbers' achievement is the result of dedication, hard work, and follow-through. Aaron didn't do it alone. He joined Nexstar Network in 2014, and his coaches helped him along the way.

Put our experience to work for you.



"If Nexstar tells me to do something, I'm going to do it. I think it's important you use what's already available at Nexstar before you innovate; use the tools that are already given to you as a member."

-Aaron Gaynor

The Eco Plumbers - Nexstar members since November 2014

Call 888-240-STAR (7827)

www.NexstarNetwork.com



MINI CLEANER + MINI SMART SWEEPER



REINSTATEMENTS THROUGH

- PROBLEMATIC BENDS
- MULTIPLE BENDS
- P-TRAPS



CLEAN & DESCALE 1 1/4 - 3" PIPES:

- Tuberculation
- Roots
- Calcite
- Mineral & Uranic Scale

708 267 6366 | sales@picotesolutions.com

WWW.PICOTESOLUTIONS.COM/RESELLERS

MEET YOUR FULL PEXX LINEUP.



The BrassCraft G2™ Series 1/4-Turn Water Stops. Offering a full lineup for PEX, including **Crimp Barb, Cold Expansion, and Push Connect models** in the configurations you need for your installations. They're the perfect choice when you need the job done right the first time, every time. And they're designed, machined and assembled in the United States by BrassCraft—the pro's choice in quality for over 70 years. **THIS IS OUR CRAFT®.**

AVAILABLE AT:



Very Verbal Marketing

Revenue-boosting referral program urges customers to become blabbermouths

By Ken Wysocky

At Anthony Plumbing, Heating, Cooling & Electrical in Kansas, technicians are encouraged to be bigmouths — as in spread the word to customers about the company’s innovative Big Mouth Referral Rewards program.

The program rewards customers who hire the company to install new HVAC systems or replace lateral sewer lines, then refer the company to other people that do the same. And technicians play a role in marketing the program, under which customers can earn up to seven refunds that eventually could cover the entire cost of their installation, says Kim Westhoff, director of marketing at the company, based in Lexena, a southwestern suburb of Kansas City, Kansas.

“If a technician makes a repair and sees that an HVAC system or a sewer line either needs to be replaced or should be replaced in the near future, they give the customer a flyer that explains the program,” Westhoff explains.


However, a less-is-more approach tends to yield the best results. Instead of taking valuable time to explain the program in great detail, the company trains technicians to keep their sales pitch short and sweet, which benefits both them and the customer, she says.

“They tell the customer two things,” Westhoff says. “The first is that we have a great referral program in which Anthony will keep writing them checks that, with enough referrals, could eventually pay for the entire system. Second, if they want more details, read the flyer, call the office, talk to a comfort advisor or visit the company website for further details.

“We can’t expect them to explain all the details right then and there because many technicians don’t feel comfortable being salespeople.”

MORE REFERRALS, MORE CHECKS

Here’s how the referral system works: If a customer that bought a new system or new sewer line refers someone else



COMPANY	Anthony Plumbing, Heating, Cooling & Electrical Inc., Lexena, Kansas
OWNER	Turnpoint Services LLC
STRATEGY	Referral-reward program
FUNCTION	Encourage customers to make word-of-mouth referrals
FEATURES	Phased-in financial rewards for customers who install an HVAC system/new sewer line, then refer other people who do the same; with seven successful referrals, customers recoup the entire cost of their installation; multipronged marketing program
COST	20-1 return-on-investment ratio
WEBSITE	www.anthonypumbingphc.com

to Anthony who also hires the company for an installation, they get a check for 5% of their initial investment.

A second successful referral earns the customer a 7% refund; a third referral generates a 10% refund; a fourth produces a 15% refund; and the next three referrals earn 18%, 20% and 25% referrals, respectively, for a total of 100%.

“It’s been very successful,” Westhoff says of the nearly 10-year-old program, which she rebranded with the catchy and somewhat sassy Big Mouth theme after she joined the company four years ago. She credits Steve Burbridge, the former owner of the company who now is its president, for creating the program.



◀ A customer of Anthony Plumbing, Heating, Cooling & Electrical in Lexena, Kansas, holds out a referral check she received after taking part in the company's Big Mouth Referral Reward program. Customers can earn up to seven refunds that eventually could cover the entire cost of their HVAC or sewer lateral installations if they refer customers to the company that in turn hire them. (Photo courtesy of Anthony Plumbing, Heating, Cooling & Electrical)

Since its inception, nearly 300 customers have referred people who subsequently purchased new systems. A customer-relations system keeps track of all referrals, she says.

Some of those customers are one-and-dones, with just a single referral. Only a handful have racked up enough successful referrals to cover the cost of their installations, Westhoff says.

"During each year, we generally have about 40 to 60 of what we call 'active' referrers — customers that keep referring people and have received multiple checks," she adds.

GREAT RETURN ON INVESTMENT

As for refunds, Westhoff estimates the company — which has about 250 employees, runs about 135 service vehicles and concentrates on service and repair work and drain cleaning — has refunded \$500,000 back to customers.

On the other side of the coin, the program generates about 10 to 15 new installations a year that the company otherwise might not sell. And with an average HVAC-system cost of \$7,000 to \$8,000 and an average sewer-line installation price tag of \$12,000 to \$20,000, the program generates significant revenue, she notes.

The company uses multiple channels to market the program, including quarterly direct-mail campaigns, the technicians, in-person sales representative visits and the company website. The marketing costs are low and the return on investment is high, Westhoff points out.

"The revenue-to-cost ratio is about 20-1," she says. "So we're making \$20 on every \$1 spent on marketing. That's a really excellent return on investment."

“Obviously, revenue makes the world go around. But you also have to ensure that consumers perceive the value and trust the brand so much that they'd refer us to family and friends.”

Kim Westhoff

ADDS VALUE TO BRANDING

But the program also creates another benefit that's not as tangible as revenue but critical to marketing and branding: In consumers' minds, it reinforces that the company provides them with great value, she says.

"Obviously, revenue makes the world go around," Westhoff notes. "But you also have to ensure that consumers perceive the value and trust the brand so much that they'd refer us to family and friends."

"When they do that, it speaks volumes about our company, and it proliferates throughout our service area — and beyond. We'd had families move out of our service area (metro Kansas City) and almost beg us to come make a service call or install a system in their home."

The bottom line: The best form of advertising is word-of-mouth referrals. And the Big Mouth program motivates customers to be "blabbermouths" and "chatterboxes," as the program's marketing materials playfully note.

Of course, that means technicians must provide the kind of five-star service that's worthy of referrals, Westhoff says, noting that the ensuing trust factor is huge. And after technicians provide that great service, it's up to them to be bigmouths as needed — in the nicest sense of the word.



Your Problem,
Our Parts
www.marksp.com



We Stock Parts Other
Companies Consider
Special Order

America's Largest Selection of Plumbing Parts
Call 800-772-2347

You don't have time for knock-off parts. We sell genuine OEM repair parts so your fixtures stay fixed

Thousands of OEM parts available for same day shipping



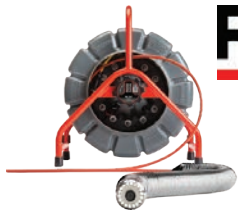
American Standard

CHICAGO FAUCETS

KOHLER

SLOAN

YOUR SOURCE FOR RIDGID



SeeSnake® TruSense™ Camera Reel



Flexshaft K9-102, K9-204



CS12x Digital Reporting Monitor*



SeeSnake® Compact M40 Camera System



SeeSnake® MAX rM200 Camera System



CS65x Digital Reporting Monitor*



microDrain Reel



CS6xVersa Digital Recording Monitor*
*With Wi-Fi

CENTRAL OKLAHOMA
Winnelson
COMPANY

8% ONE YEAR FINANCING AVAILABLE!
Longer lease rates also available. Call Keith for details.

BUYING A SEESNAKE?

CALL US FOR GREAT PRICING & FREE SHIPPING!

WE WILL NOT BE UNDERSOLD

Contact us about **RIDGID's Spring Fling Promotion** From Now Until April 30

- Call Evenings and Weekends

Keith: 405-602-9155

CALL TOLL FREE: 888-947-8761

5037 NW 10th • Oklahoma City, OK 73127

www.centralwinnelson.com

Give Them A Little EXTRA.



Our 55-Gallon Electric Water Heater Delivers Big for Larger Families.

Give them extra size. Bradford White's RE255T Residential Electric Water Heater packs 55 gallons - big enough to easily meet the hot water needs of a larger family.

Give them Bradford White quality. The RE255T is Bradford White quality from top to bottom and includes exclusive features like the HydroJet® Total Performance System to reduce sediment buildup and the Vitraglas® enamel tank lining for longer life.

For larger families with bigger hot water needs, choose Bradford White.



FOR THE PRO

STRATEGIC PARTNER



PLUMBING-HEATING-COOLING
CONTRACTORS ASSOCIATION
Best People. Best Practices.

BRADFORD WHITE
WATER HEATERS
Built to be the Best

Learn more at bradfordwhite.com

©2021, Bradford White Corporation. All rights reserved. BWPLB0321

Embracing Green

CNG, electric vehicles provide options for plumbers looking to become more environmentally friendly and see cost savings

By *Tim Dobbins*

If you're considering taking your business on an eco-friendly path, your vehicle fleet is a good place to start. Embracing green plumbing standards is great for your brand name by showing existing and potential new customers that you value sustainable work practices. But not only does it boost your brand, it can be great for your bottom line and lead to increased productivity.

Technological advancements have provided amazing opportunities to progress the industry. Compressed natural gas vehicles are now a common scene cruising the highways and deliver a chance to embrace technological change for the advancement of your business.

About five years ago Chris Roseland, owner of Backlund Plumbing, saw the high fuel prices, decided it was time for a change and purchased the company's first fleet of CNG service vans. Since then, their fleet has grown considerably. Backlund Plumbing now utilizes approximately five Ford Transits with a bi-fuel option of CNG or gasoline, 10 Ford E-250 Econoline vans, two Freightliner pump trucks, three Freightliner service body trucks and a Peterbilt crane truck that all operate with dedicated CNG motors.

“Down the road I am way more interested in converting our larger trucks versus our everyday service vehicles. Those smaller vehicles are already getting 20-25 miles per gallon.”

Chris Roseland

- ▶ The company saw savings well over \$1 per gallon in the first two years since switching over to CNG from gasoline. (Photography by Matt Ryerson)

“Immediately, the first two years we were saving well over \$1 per gallon,” Roseland says. “I feel like in the first two years we probably paid off most of the investment.” According to Ford, the equipment and conversion cost from gasoline to CNG will run owners approximately \$7,500 to \$9,500, depending on options selected.

Other manufactures like Chevrolet's Express vans and Chrysler's Ram 2500 heavy-duty pickups are also able to convert to CNG so an existing fleet can be used without starting completely over.



Roseland also says that teaming up with local utility gas companies is something to look into to help cover the expense of converting and exactly what they did. “The initial rebates were probably the biggest help for us to get it done,” he says. “It was close to a 50% match on the conversion of the vehicle. Along with a very low interest loan from our state agency for air quality.”

EXPANDING AND CONSIDERATIONS

“Down the road I am way more interested in converting our larger trucks versus our everyday service vehicles,” Roseland says. His reasoning behind that comes down to miles per gallon. “Those smaller vehicles are already getting 20-25 miles per gallon.”

The larger municipal trucks for utility work that only get 3-4 mpg can become quite expensive to run when going through 50 gallons a day or more, especially when the cost of fuel is high.

One important consideration before CNG conversion is refueling options. Backlund Plumbing is located in Omaha, Nebraska, and fortunately, their plumbing shop is centrally positioned between two of 12 large natural-gas filling stations across the city. For them, this makes filling trucks as easy as driving to a conventional gas station, but depending where your business is located, it may not be so simple. Some companies that rely heavily on CNG vehicles have made the investment to install their own filling stations to ensure fuel supply at their facility.

With that in mind, even if you are located near a filling station or have one at your shop, it’s smart practice to make sure the tank is full before leaving for the day. “Sometimes we have to go fill up to go somewhere far to make sure we are able to get back. You can’t just go fill up wherever you want,” Roseland says.

OTHER GREEN OPTIONS

Roseland adds that he is definitely interested in looking into electric vehicles in the future as more options become available. Precision Plumbing, Heating, Cooling and Electric, in Boulder, Colorado, is currently relying on



▲ Backlund Plumbing, located in Omaha, Nebraska, uses approximately five Ford Transits with a bi-fuel option of CNG or gasoline, 10 Ford E-250 Econoline vans, two Freightliner pump trucks, three Freightliner service body trucks and a Peterbilt crane truck that all operate with dedicated CNG motors.

electric power to propel its service truck. The electric vehicle they purchased in 2012 was Boulder Electric Vehicle’s first order made in an effort to do their part in energy conservation.

Ford also has plans to reveal a brand-new E-Transit in 2022 offering the first all-electric cargo van from a full-line automaker in the U.S. The E-Transit will be available in chassis cab, cutaway and cargo van models and come in three length choices and roof heights giving plumbers yet another option for a green initiative.

Eco-friendly trucks and vans can even increase efficiency on the road in many areas. Certain states allow hybrid and electric vehicles to travel in the high-occupancy vehicle lane, so drivers have less chance of getting stuck in traffic.

Don’t forget one of the biggest gains of going green with your fleet — the publicity. Turning over a new eco-friendly leaf is a great marketing tool for your business.

“The customer response was great once you educated them. Once we lettered our vehicles with CNG and they found out our vehicles only run on natural gas, it was like icing on the cake for us,” Roseland says. “When you do everything right plus you show up in a green vehicle, you’re their go-to.”

Environmentally friendly vehicles are definitely something to consider for your plumbing business when shopping for a new fleet or single service truck. Not only are they a clean means of transportation, but they can lower fuel costs and boost your brand name. **PI**



A STRONGER FUTURE STARTS AT **WWETT**

You're the lifeline for customers. The unsung heroes of keeping systems safe and clean so customers can get back to life as usual. Just as you're there to help support your customers, the WWETT Show is here to help and support you and your business.

- ✔ Surround yourself with other wastewater and environmental service professionals who understand your daily challenges
- ✔ Uncover the most effective treatment processes through educational insights, innovative techniques and groundbreaking tools
- ✔ Learn best practices for sustaining and growing your business so it can continue to serve your customers for generations to come


wwett™ 21
Water & Wastewater Equipment, Treatment & Transport Show

LEARN MORE at www.wwettshow.com.

   @wwettshow

ALLAN J. COLEMAN

SINCE 1905

Call us today!
Chicago 773-728-2400
Phoenix 602-638-0600

5725 N. Ravenswood Ave. • Chicago, IL 60660
6003S 40th St., Ste. #5 • Phoenix, AZ 85042

info@allanjcoleman.com • www.allanjcoleman.com

OLDEST NAME IN THE BUSINESS — Over 115 YEARS OLD



RP 350 Press Tool

- Brushless motor capable of over 100,000 press cycles
- Endless 360° head swivel for reaching tight spaces
- Bluetooth connectivity and advanced upgraded color-coded light indicators for easy operation
- Robust LED lighting for low-light applications
- Capacity - ½" to 4" for copper, carbon* and stainless steel, ½" to 2" for PEX

*Press Booster is needed for carbon steel



RP 241 Press Tool

- Multiple Size & System - RIDGID has the only compact press tool that can go up to 1 ¼" on copper & stainless steel; up to 1 ½" on PEX tubing; and up to ¾" iron pipe
- Bluetooth Connectivity - Connect to your tool through your phone and manage important information like cycle count and battery life
- New 12V Lithium-Ion Battery - Over 140 crimps per charge
- Jaw Capacities - copper and stainless steel capacity: ½" - 1 ¼", PEX Capacity: ½" - 1 ½", steel capacity: ½" - ¾"

RIDGID®

Now With
2 LOCATIONS To
Better Serve You

MegaPress® Jaws And Rings

- Press connections can be made on a "wet" system
- Flameless system eliminates the need for hot work permits
- Join ½" to 2" commercially available black iron pipe schedules 5 through 40



Standard Series ProPress® XL-C™ Rings

- Patented ring design to make pressed connections for 2 ½" - 4" copper or stainless steel tube
- XL-C Rings and V2 Actuator Jaw include patented swiveling feature that allows the tool to connect to the ring at any angle relative to the tubing be placed +/- 90°, relative to the tubing being pressed, allowing greater access in tight spaces
- Designed in conjunction with the ProPress XL-C fittings, ensuring total system compatibility
- Compatible only with RIDGID® Standard Series pressing tools
- V2 Actuator Jaw features new jaw identification clips, for fast, easy identification of the appropriate pressing jaw



Authorized PROGRESS Service Center

TURN AROUND TIME ON MOST TOOLS
SERVICED IS 48 HOURS OR LESS!



Buy Online at
AllanJColeman.com

If you buy the best,
you are only sorry once!

**We Have
RIDGID Parts!**



Alicia Johnston

Focusing on Your Website

There are some basic necessities that any plumbing company should have prominently displayed on its website

By Alicia Johnston

When someone visits your plumbing company's website because they have a problem that needs to be fixed, they're looking for the answers to the following four questions:

1. Do you provide the services I need?
2. Do you serve my area?
3. How can I contact you?
4. Why should I choose you?

These questions should all be answered before the customer even needs to scroll down the page.

Let's look a little closer at each question.

1. Do you provide the services I need?

Customers may not know what services your plumbing company offers, so it's important to have your services grouped and listed on your website's navigation bar. For example, a navigation bar on the homepage could be listed like this: Water Heaters, Drains and Sewer, Plumbing, About Us, Careers.

Make sure that your main navigation bar doesn't get too crowded with categories. Showing five or six categories is ideal. The categories should be listed in order of priority.

Take a look at your navigation bar. Is it too crowded? What can be consolidated?

It is absolutely vital to tell customers which areas you service. There's nothing more bothersome than when a potential customer takes the time to call your business and your customer service representatives have to turn them away.

2. Do you serve my area?

It is absolutely vital to tell customers which areas you service. There's nothing more bothersome than when a potential customer takes the time to call your business and your customer service representatives have to turn them away or, even worse, have to send them to the competition. A good way to make sure someone knows which areas you service is to add a subtle location reference to your main headline near the top of your homepage.

For example: "Serving the Capital Region since 1944." That brief sentence tells the customer which areas you service (using regional vernacular), and it also builds trust (your business has been around since 1944).

3. How can I contact you?

Do you have a phone number prominently listed at the top, in the middle and at the bottom of your homepage? Believe me: you should. People are looking for it! Do you offer chat? If so, does it pop up immediately? Is a human or a robot managing chat messages? Do you have a web form available for customers to complete? Are the information fields short enough that your customer service representatives can get the basics and call the customer back to book an appointment?

So many questions for you, but here's the reason: the more ways you have for a customer to connect with you, the better. Allow the customer to connect with you in the way they feel most comfortable. When they do connect with you, ensure that you make it as easy as possible for them to book a service.

4. Why should I choose you?

Why should a customer choose you over a competitor? Answering this question on your homepage is how you get to showcase what makes your business special. Have you been in business a long time, and weathered economic crises before? Do you give a portion of proceeds to a nonprofit organization? Do you specialize in eco-friendly practices?



**Need a New Income Source?
Take a look at our opportunity**



Mark's has open outside sales opportunities across the United States. We are the nation's largest family owned plumbing repair parts and maintenance supply (MRO) company. For over 40 years, we have employed a national team of dedicated full time outside sales professionals who sell to, assist, and provide our customers with a line of quality OEM maintenance supplies. Visit our website www.markssp.com to learn more about our company. Call John Brallier at 817-710-2264.

Mark's distributes over 1,000,000 maintenance products to facilities such as schools, hospitals, hotels, prisons, housing authorities, military bases, and plumbing contractors


Generous benefits package that includes:

- A comission structure with a weekly draw and commission income *is not capped*
- Monthly, quarterly, and year-end bonus opportunities
- Medical, dental, vision insurance and a supplemental insurance plan
- 401(k) retirement plan
- Mobile technology; company paid cell phone and ipad
- Extensive internal training and coaching in the field with a corporate trainer

Think about value propositions beyond just being licensed, background-checked and insured. How will a customer benefit by choosing you?

Your website walks a tightrope — it needs to serve both the customers' needs and allow the Google data collectors to experience your site in a way that will put you at the top of the Google search results page. When push comes to shove, you should always make decisions based on how customers will experience your website. However, since 90% of customers use Google, it's also important to play by Google's rules, in order for your site to gain visibility when someone is searching for you. There are more than 200 different factors that affect Google's definition of what a quality website is. It's impossible to keep track of all of them, so focus on what matters — your customers.

Make sure you clearly answer your customers' four major question on your homepage. Make sure that your website is simple in design and navigation, but also allows people to get ahold of you on their terms. Your website's homepage will be a customer's first impression of your company.

Let's make it a great impression! 

Alicia Johnston is a Digital Marketing Coach for Nexstar Network. She can be reached at aliciaj@nexstarnetwork.com.

**Do You Need the
BIGGEST, BADDEST
Pipe Extractors Available?**




**TRY WALTON™ "REPS"
Pipe, Stud & Screw
Extractors**

TO EASILY REMOVE...

- All classes of pipe sizes from 1/8" to 2"
- Stud and screw sizes from 3/8" to 3 1/2"

Available as sets
or individual pieces.

"REPS" remove broken pipe fittings quickly and easily – without costly damage to mating fittings.




Forget reaming and other makeshift methods. Obtain a strong four-point grip without hammering or pounding to pull out broken pipes, studs and screws with ease.



SINCE 1988

Phone: (860) 523-5231
sales@waltontools.com

Tapping into
good ideas for
over 110 years.

www.WaltonTools.com



Anthony Pacilla

The Importance of Brand Consistency

Keeping elements consistent in advertising will allow customers to easily recognize your plumbing company

By Anthony Pacilla

One of the most interesting things I got to be a part of while in college was going behind the scenes with large corporations and seeing how they create and maintain a solid brand.

Doing great work can earn you a living in the plumbing industry but getting to the next level and allowing multiple employees to earn great livings, expanding your business, creating a profit environment, and standing out from your competition requires a strong brand. Here are just a few tips I picked up while dealing with larger corporations and their branding people.

CONSISTENCY

I cannot stress enough how important brand consistency is to dominate your marketplace. It is almost like cheating once you wrap your head around it. Many businesses do a boatload of marketing, but overload their advertisements by cluttering it with verbiage and details, not always using the same layout, the same colors, the same fonts, etc. By randomizing your advertisements, you are turning your brand into camouflage.

The human brain is very visual and picks up consistencies. I could sit down with 50 slides of different advertising layouts with color schemes, with no logo, products or services and guess which brand was running the ad.

Is it the same with your business? I bet not. The layout, colors, types of pictures, logos, fonts and so on are the most important things in brand awareness. The only way to make them call your company is to have brand recognition and be at the top of their mind when their plumbing malfunctions.

BRAND VISION, TONE AND EXECUTION

You must look at your brand in two respects. The first is a piece of art. What do you want someone to think of when they see an advertisement, letter,

uniform, van, etc. Strength? Professionalism? Seriousness? Old-fashioned? New and improved? Lighthearted? Good vibrations? Friendly? Hard-lined? You must make everything you do reflect the tone that you want your brand to have and you need to make this come across consistently. From the type of font you choose, the logo you select, the colors, the layout of your van wording, and other marketing pieces.

To cast a broader net, steer your brand away from controversial or objectionable content, sexual references and harsh language. Stay consistent with strong, family-oriented and consistent branding.

LOGOS AND COLORS

Look at your brand like an NFL team. What is your logo going to look like and how easy is it to recognize? What is your color scheme going to be?

The most successful brands reap the rewards for being remarkably simple, bold, and easy to remember. The Wal-Mart smiley face, the Apple apple, the Nike swoosh, the McDonald's arches and the Starbucks mermaid, are all examples. You will not find too many easily recognizable brands with intricate and elaborate logos.

You should also consider having logo elements to go along with your main logo. These are smaller design

Many businesses do a boatload of marketing, but overload their advertisements by cluttering it with verbiage and details, not always using the same layout, the same colors, the same fonts, etc.

By randomizing your advertisements, you are turning your brand into camouflage.

We are redefining pipe rehabilitation

Not ready to buy?
Rentals Available!

SIPP (Sprayed In Place Pipelining) casting system presents a cost-effective solution compared to European products. Through direct application of the resin, no need to use liners

- No need for any reinstatements.

Can be used through existing access points in the structure.

We Offer the Best Training and Support in the Business

- 100% polyurea [No foaming]
- Chemical resistant
- ASTM tested, 60 sec cure time (compared to competitors 10 min. to 2 hrs.)
- 10 year warranty
- Long shelf life
- Made in USA
- High quality standard
- ISO 9001
- Easy to apply

Small Sprayhead
1½" - 6"
Pipe diameter



Large Sprayhead
6" - 20"
Pipe diameter



Made in U.S.A.

Leading Edge In Sprayed In Place Pipeline Technology

Equipment and resin made in USA,
ready to ship today - no lead time.

— Financing Available —

+1.970.444.5655
www.ippsolutions.com

ipp
Solutions, LLC

elements that you can use on different types of advertising. Try to limit these alternative logo elements to two or three. For example, if part of your logo has a shield as part of the main logo, you can put that shield on different aspects of marketing where a full logo with plumbing, heating and air conditioning doesn't make sense.

Work with a professional on the typeface — a family of fonts — you are going to use and use those fonts on everything you do. Never put out a piece of marketing without first using your selected typeface. Put it on your vans, your invoices, your logo, your press releases, your newspaper ads, your social media pages, put it on everything; consistency is of the utmost importance.

You should also make sure the details are consistent. Make sure that the width and height of the logos are consistent on every ad.


DESIGN AND LAYOUT

The layout and design of your media must also remain consistent. Believe it or not, most of the world's largest brand executives pay more attention to the layout than they do the actual content. Most brand executives do not even work on the "copy" of what an ad says. That is how important the layout is.

As an example, make sure that an 8 1/2- by 11-inch brochure is always laid out with the top ¼ of the page in a light red, the bottom quarter of the page in a darker red,

separated by a very dark red line — the red separating line 0.25 pixels thick spanning the entire width of the page — the logo should be exactly 2 inches wide properly scaled, and the proper typeface for headings, with your body typeface as the body text.

This brochure page would have one alternative variation and you would make a set of models for landscape format, as well as trifold brochure layout, newspaper-size layout, television layout, invoices, van wraps, etc. for nearly every type of brand ad.

This level of detail is what makes a human brain immediately remember and recognize at top of mind your brand versus those companies who are running random and ineffective advertisements. No one will remember your \$99 drain cleaning special, but they will remember mascot, logo, color scheme and business name if you remain consistent with your presentation details. 

Anthony Pacilla has been in the trades since he was 9 years old (family business). He started cleaning toilets, mopping floors and putting fittings away in the warehouse. As he picked up skills, he would add becoming a ground man and laborer. When he was ready, Pacilla became an apprentice and then a journeyman plumber. He graduated college with a business and economics degree and immediately wanted to come back to work in the family business. A few years ago, Pacilla became a licensed master plumber. To contact Pacilla, email editor@plumbermag.com

Pipeline and Lateral Rehabilitation

By Craig Mandli

Bursting

Pow-R Mole Trenchless Solutions PD-33M

The PD-33M pipe bursting machine from Pow-R Mole Trenchless Solutions is designed to replace existing underground pipes 2 to 6 inches in diameter. Its nonslip, cylinder-activated jaws prevent cable damage while providing 60,000 pounds of pulling force. It offers a cost-effective alternative to open-cut excavation, reducing customer disruption and increasing company profits. The process replaces the existing pipe with a fused HDPE pipe, which eliminates all joints, and allows the operator to pull through bends such as 45-degree fittings. This system is modular and can be easily disassembled and reassembled for manhole and basement applications. With a compact design and very small footprint of only 20 by 20 inches, this unit can be used in tight locations. 800-344-6653; www.powrmole.com



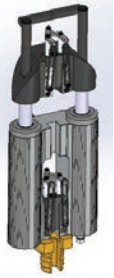
RODDIE R8

The RODDIE R8 30-ton pipe bursting system can burst pipes 3/4, 1, 2, 3, 4, 6 and 8 inches in size, and comes standard with lightweight cribbing. Different diameter cables can also be used. All R8s slide apart into two components weighing under 70 pounds each, and can be set up vertically or horizontally. The option to use it vertically or horizontally is ideal for when unforeseen utilities are in the way. The pulling rate is 8 feet per minute when powered by most tractors. Articulating bursting heads allow for easy entry and smooth bursting through 45-degree bends. The Hydra Control wireless remote can be hooked up to any hydraulic power source. 888-406-3821; www.rodдиеunderground.com



TRIC Tools X30

The redesigned X30 puller from TRIC Tools includes a new top bridge (the piece with the upper grippers and the handle) that is reshaped to maximize strength and minimize weight. Coincidentally, this will also reduce production cost. The end result is a pulling unit that is lighter by at least 10 pounds (75 versus 85 pounds), stronger where it needs to be, and less expensive overall. 888-883-8742; www.trictools.com



CIPP Equipment

Fast Pipe Lining Air Inverter

CIPP installers must have high inversion pressure to install a 6- or 8-inch liner. Sometimes the pipe cannot take that pressure and it breaks. The Air Inverter from Fast Pipe Lining can reduce this pressure by 25% and keep the liner inflated until curing is complete. The inversion unit has an oiling system that reduces food grade oil consumption to 1 gallon per 300 feet. The inversion gaskets are low cost, and a simple size change on the gasket only requires a razor knife. 888-960-1674; www.fastpipelining.com



HammerHead Trenchless BlueLight LED System

The HammerHead Trenchless BlueLight LED System is a CIPP lining system that uses LED light to cure up to five times faster than conventional curing methods. Made for laterals and small sewer pipes 4 to 10 inches in diameter, this technology greatly reduces the time installers must wait for a liner to cure, allowing them to complete jobs more quickly. The specially formulated resin cures with LED light quicker than traditional epoxy resins that are cured with steam, hot



water or ambient air. The system is compact and lightweight, making it easily portable on the job site. In addition, it includes a camera mounted in the light head, allowing the installer to visually inspect and monitor the cure progression. 800-331-6653; www.hammerheadtrenchless.com

Pipeline Renewal Technologies SpeedyLight+

SpeedyLight+ from Pipeline Renewal Technologies is an LED-based UV solution for CIPP that cures at speeds ranging from 0.66 to 3.3 feet per minute. Because it's compatible with felt (as well as invertible glass fiber), it can cure 90-degree bends in lines as small as 4 inches, as well as other challenging geometries like transitions and verticals. Free of styrene and amines (and the associated odor), UV-based cure technologies raise fewer objections from the public and a crew. The single-part vinyl ester resin requires no mixing and eliminates shelf life and working time challenges. It uses LED lamps to cure, drawing half the power of traditional UV technology while providing a more powerful cure. The integrated camera lets operators monitor the curing process in real time for optimal quality control. The highly portable design allows for access from even the most remote sites, curing up to 328 feet of liner in pipe 4 to 12 inches. 866-936-8476; www.pipelinert.com



Excavating

Enz USA Cutting Ball

The water-driven **Cutting Ball** nozzle from **Enz USA** is available in 3- and 4-inch sizes; and it can move easily around curves in 3- to 6-inch polyethylene, steel or concrete pipes while safely removing roots and mineral deposits, resulting in no damage to the pipe. It works without impact but has the ability to switch to a vibrating nozzle. It comes with a hard-metal front blade for pipes that are more than 50% clogged. The side blades are self-sharpening and maintain their sharpness over their entire service life. The cutting ball operates with controlled rotation speed and is capable of running on recycled water. It is leak-free. 877-362-8721; www.enz.com



Fittings

SharkBite Brass Push Fittings

SharkBite Brass Push Fittings include a release collar, which is recessed to prevent an accidental release. You can remove or readjust the fitting using a disconnect clip or disconnect tongs. The pipe then passes through the angled 316 stainless steel grab ring, which has angled teeth to allow pipe to push through but not pull out. This allows for a tool-free pipe insertion and a strong, secure connection. Next, the O-ring protector aligns the pipe. It then passes through a chloramine-resistant EPDM O-ring, which creates a watertight seal. Once the pipe reaches the tube stop, a secure connection is made. Each fitting's lead-free dezincification brass makes it strong, corrosion-resistant, durable and compliant with ASSE 1061, NSF/ANSI 61 and NSF/ANSI 372. 877-700-4242; www.sharkbite.com



Pipe

Asahi/America Asahitec PP-RCT

Asahitec PP-RCT piping systems from **Asahi/America** are comprised of two systems: Climatec for hydronic heating applications and Watertec for potable water. Pipe in both systems is manufactured with Fibercore technology, which minimizes expansion and contraction by up to 75%, in turn reducing installation costs by minimizing expansion loops and supports. Fibercore PP-RCT pipe consists of three coextruded layers that make one homogenous pipe. The middle layer is a mix of short fiberglass strands and PP-RCT, which is isolated by an inner and outer layer of solid PP-RCT. The systems include both molded socket fusion fittings and molded butt fusion fittings, as well as molded large-diameter fittings up to 630 mm. They are NSF 14-pw certified for potable water applications and have lead-free brass adapter fittings. 800-343-3618; www.asahi-america.com



Pipe Fusion

RIDGID Quick-Acting Pipe Welding Clamp

The RIDGID Quick-Acting Pipe Welding Clamp is designed for quick setup and easy alignment of pipe from 2 to 12 inches. It comes in two sizes — 2- to 6-inch and 4 1/2- to 12-inch — allowing contractors to select the clamp best suited to their needs. Both sizes offer quick-release buttons and integrated handles for fast adjustment, alignment and easy switching between pipe sizes. They also include spring-loaded winged setscrews for precision three-point alignment and an integrated size gauge for simple pipe measurement. ACME threaded screws transmit ample clamp force, while the heavy-duty steel construction is built to withstand rugged job site applications. 800-769-7743; www.ridgid.com



Pipe Relining Equipment

Flow-Liner Systems Neofit+

Neofit+ from Flow-Liner Systems is an environmentally friendly pipe lining system that helps maintain the life expectancy of the existing service pipe. Designed for 1/2- to 2-inch diameters and up to 300-foot sections, it is made from a strong and durable virgin polyethylene terephthalate. The NSF 61-approved liner has two main uses: to keep drinking water pure and out of contact with the host pipe, such as lead or copper, and to rehabilitate pipes by sealing pinholes, cracks and small defects. It is a trenchless technology, thus its installation procedure avoids the risk of damage to other services since there is no disturbance of the ground around the pipe, also eliminating both the possibility of ground contamination and harm to existing plant and animal life. This no-dig, noninvasive system also preserves the property owner's aboveground structures, and can be installed in just a couple of hours. 800-348-0020; www.flow-liner.com



Paramount Pipe Lining Products calibration tube

The high-frequency, light-duty, yellow calibration tube is the newest addition to the Solace family of calibration tube products offered by Paramount Pipe Lining Products. The tube uses an advanced, high-frequency seaming and sealing system. The seam/seal application includes a welded overlap seam to ensure an airtight calibration tube. Recommended for single use, it is manufactured using ultra-flexible, lightweight polyethylene fabric with a PVC coating, and it can be installed via inversion or pulled-in-place. 833-663-2477; www.paramountcipp.com



Picote Solutions Dual-Color Epoxy Brush Coating System

The Dual-Color Epoxy Brush Coating System from Picote Solutions allows technicians to rehabilitate pipes from 1.25 to 12 inches for drains, sewers, water pipes, electrical conduits, and heat and air-conditioning ducts by brush-casting and coating. The coating resin forms a pipe inside the original pipe that is a tested, safe and environmentally friendly product. The new pipe is damp-proof, corrosion-resistant and wear-resistant. It is ASTM and NSF certified (NSF/ANSI 61-5). It is a 100% solids epoxy, and the method allows for clear visual verification during the application process. Apply to small areas or all drains in multistory buildings. The system is practical and easily fits in tight places. 219-440-1404; www.picotesolutions.com



Warrior Trenchless Solutions Thermoform

Thermoform from Warrior Trenchless Solutions is a PVC-alloy structural pipe lining system designed for the trenchless rehabilitation of failing sewer and culvert pipes. It is an environmentally friendly, styrene-free thermoplastic. There are no harmful emissions, and it does not rely on any chemical reaction during installation. Factory-controlled production with rigorous material testing ensures a consistent quality product that conforms to and exceeds the expected standards. The material is highly flexible, allowing it to expand and fit tightly to the host pipe, including changes in shape and dimensions. It is produced in sizes ranging from 4 to 36



inches in diameter, and the wall thickness can be varied according to the application. All installers must be accredited and audited to ensure the highest-quality work possible. **716-601-7760; www.thermoformliner.com**

Rehabilitation



Walton REPS extractors

Heavy-duty **Walton REPS** extractors remove broken pipe-fittings quickly and easily, without costly damage to mating fittings. Made of hardened steel,

they create a strong, four-point grip without hammering or pounding to pull out broken pipes, studs and screws with ease, then release instantly. They are available as sets or individual pieces for all classes of pipe sizes from 1/8 to 2 inches and stud/screw sizes from 3/8 to 3 1/2 inches. **860-523-5231; www.waltontools.com**

Oatey PVC Regular Bodied Fast Set Clear Cement

Oatey PVC Regular Bodied Fast Set Clear Cement is recommended for potable water, pressure pipe, conduit and DWV applications. It can be used on all schedules and classes of PVC pipe and fittings: up to 4 inches for Schedule 40 and up to 2 inches for Schedule 80 with interference fit. All solvent cement and primer products are certified to UL Greenguard Gold. It is available in five sizes: 4 ounces, 8 ounces, 16 ounces, 32 ounces and 1 gallon. **800-203-1155; www.oatey.com**



Reinstatement Cutters

CUES Currahee Cutters

CUES small and large **Currahee Cutters** are specifically designed to reinstate wastewater service laterals, remove protruding taps, and brush finish existing cuts. The cutters function in a range of 5.25- through 36-inch pipe, are equally effective in CIPP or fold-and-form liners and can be installed on any CCTV manufacturer's truck-



mounted system. A 1.9 hp air motor for the small cutter line provides more power, increased productivity and a smoother cut when operating in 6- to 12-inch relined pipe. Kits are available to retrofit existing cutters for use with Kangaroo air-motors, and service kits can be purchased for regular maintenance intervals on existing motors. **800-327-7791; www.cuesinc.com**

TRY TEK Machine Works T80




The **T80** 3-, 4- and 6-inch small pipe lateral reinstatement cutter from **TRY TEK Machine Works** is ideal for relining smaller diameter lateral pipes that run from buildings to the main lines. These smaller pipes crack, separate and break, and are responsible for 50% of the

inflow and infiltration of groundwater to be processed by municipal sewage processing plants. Its water hydraulic cutting gives big power in a smaller package, while water hydraulics eliminate potential environmental hazards. It allows for access to pipe systems via clean-out ports or rooftop vents. Set-up and operation are quick and simple, and it includes 100 feet of working cable. **717-428-1477; www.trytek.com**

Trenchless Point/Spot Repair

Cherne Multi-Size Point Repair Carrier



Known for both their durability and reliability, **Cherne Multi-Size Point Repair Carriers** can be used for most point repair systems. They are available for pipe sizes 4 to 12 inches, with custom lengths available upon request. The carriers' maximum pipe contact guides ensure proper placement of the repair medium to minimize waste of materials and increase productivity. The 1/4-inch NPT inflation port with male quick disconnect offers ease of connection. The point carrier's bypass design allows sewage bypass during repair; therefore, plumbing and utility contractors do not need to shut down the line. The carriers are comprised of durable, flexible, natural corded rubber. The flexible design allows all units to be folded in half for transport. The product's redesigned integrated caster wheel assembly is optimized for ease of movement along the pipe. **952-933-5501; www.oatey.com/brands/cherne** 

Pipeline and Lateral Rehabilitation

By Craig Mandli

CIPP lining restores cast iron pipe at naval base



Problem: When a U.S. Naval base in San Diego was remodeling their restrooms, the contractor found a crack in the 4-inch cast iron pipe.

Solution: Flow Infrastructure was contracted to use CIPP lining in order to avoid unnecessary jackhammering to the floor in the bathroom, office spaces and a conference room. The crews first inspected, then cleaned the buildup from inside the existing pipe. Once clean, the CIPP liner from **Internal Pipe Technologies** was inserted into the pipe from the toilet flanges and clean-outs.

Result: The contractor finished the restroom remodel and the liner now acts as a new pipe within the existing cracked cast iron pipe. The job was completed without demolition to the facilities. 888-478-6649; www.internalpipetech.com

Lining products enable pipe rehabilitation from roof



Problem: St. Prius Church in Providence, Rhode Island, had pipes that were severely deteriorated. They were hidden behind marble and granite, and encased in concrete. “It was a risky project,” says Marc Watson, owner of repair contractor Royal Flush. “We didn’t know what we were going to find behind the walls.”

Solution: They were able to access the pipes from the roof. They cleaned the pipes out with their Picote Maxi Miller, and used Picote Premium Original and Premium Cyclone Chains to prepare/descale the cast iron pipe. Once cleaned and prepared, Royal Flush used their **Max LinerDrum** to shoot the CIPP liners. Watson commented that the Max LinerDrum “was ideal to get up on the roof, due to the detachable wheel base, extendable carrying handles, compact size and weight. And, **Maxliner’s WovoLiner** made it possible for us to easily line the pipes, due to its flexibility. The pipes had multiple 90-degree bends.” Royal Flush lined 500 feet of 4-inch diameter pipes with Max WovoLiner and MaxPox Resin. WovoLiner is a nonwoven, circular looped PE, uniquely bonded to a seamless, impermeable PU coating.

Result: The church had received a quote from a plumber to fix the pipes by cutting through the marble, granite and concrete. With the ability to access the pipes from the roof, there was no disruption to the interior of the church and they saved the church over \$300,000. 877-426-5948; www.maxlinerusa.com

Historic castle benefits from lining system



Problem: The Sorgh Mansion, built in 1887 in Middletown, Ohio, has old cast iron pipes that were corroded and were deteriorating due to age. There was leaking from the fourth floor bathroom down to the basement. Tearing up the walls and replacing the pipes would mean destroying the history of the beautifully painted ceilings and walls.

Solution: All Drains Drain Cleaning and Plumbing Repair surveyed the situation and used Pipe Lining Supply's Quik-Coating System for repairing drain, waste and vent pipes. The first step was pipe cleaning and descaling the pipe where they used a Renssi High-Speed Machine at a pulled toilet for the access point on the fourth floor. They successfully coated around 80 feet of vertical and horizontal pipes down to the basement. It took six passes using Quik-Coating's Polyurea resin. Each pass applies 0.5 mm of pipe coating, and each pass took only 5 minutes of dry time between coats.

Result: Once they were finished with the six passes, the pipe had a 3 mm "like-new" pipe inside the old pipe. The bathroom is fully functional, walls and ceilings were not torn into, and the integrity of the building was preserved. This was part one of four phases expected to restore all the pipes in the historical mansion. 888-354-6464; www.pipeliningupply.com



WORKING WELL UNDER PRESSURE

Building Drain and Sewer Equipment since 1981.



4008H Power Unit

- »8 gpm @ 4000 psi
- »800 cc EFI Honda Engine
- »400' x 3/8" Jet Hose on DC Powered Reel

Just Add A Tank! \$9,199



3012H Power Unit

- »12 gpm @ 3000 psi
- »800 cc EFI Honda Engine
- »400' x 1/2" Jet Hose on DC Powered Reel

\$9,499



4008H Compact Skid

- »8 gpm @ 4000 psi
- »800 cc EFI Honda Engine
- »400' x 3/8" Jet Hose on DC Powered Reel

(100 GALLON TANK) **\$9,949**



3012H Compact Skid

- »12 gpm @ 3000 psi
- »800 cc EFI Honda Engine
- »400' x 1/2" Jet Hose on DC Powered Reel

(100 GALLON TANK) **\$10,249**



RCJ4008H

- »8 gpm @ 4000 psi
- »800 cc EFI Honda Engine
- »200' x 3/8" Jet Hose on Manual Reel

\$5,919



LJ4008H

- »8 gpm @ 4000 psi
- »800 cc EFI Honda Engine
- »200' x 3/8" Jet Hose on Manual Reel

(NARROW DESIGN) **\$5,999**



VM4007H

- »7 gpm @ 4000 psi
- »690 cc Honda Engine
- »400' x 3/8" Jet Hose on DC Reel

\$8,995



CV4007H-HOT

- »7 gpm @ 4000 psi
- »690 cc Honda Engine
- »400' x 3/8" Jet Hose on DC Reel

\$15,299

All Jets Shown Come with Pulse Valve, 2 Jet Nozzles, Tool Box, Gloves, Safety Glasses, Tip Cleaner, Tiger Tail, Wash Down Trigger Gun with Nozzles.

Pressure Washers & Drain Jetting Equipment

We Build Electric, Gas and Diesel powered models up to 4000 psi, flows up to 40 gallons per minute. Don't see exactly what you want... We will custom build exactly what you want!

800-648-5011 | www.camspray.com | sales@camspray.com

Watts Introduces new senior product manager

Nadeem Mirza joined Watts as senior product manager, backflow and risers. He has overall responsibility for the strategy, new product development and product management of Watts, Ames Fire and Waterworks, and FEBCO brand backflow and riser solutions. He has extensive experience in product management for large and diverse product portfolios across several industry verticals and global markets.



Flomatic releases 2021 condensed valve catalog

Flomatic announced the release of its 2021 full-color condensed valve catalog and price list. Flomatic's main valve product categories include check valves, foot valves, butterfly valves, swing check valves, air release/vacuum valves, plug valves, gate valves and a wide range of automatic control valves.

Oatey acquires Mexico's Contact Industries

Oatey announced the acquisition of Contact Industries, S.A. de C.V., based in Guadalajara, Mexico. Contact Industries was founded over 25 years ago and manufactures an extensive line of products that are sold under the Contact brand name throughout Mexico to the plumbing and retail channels. Product categories include solvent cements, solder and flux, and other plumbing chemicals and accessories.

Viega names Markus Brettschneider as new CEO and president

Viega announced it has named Markus Brettschneider as the company's new CEO and president. Brettschneider replaces Dave Garlow, who resigned effective Sept. 1, 2020. In his new position, Brettschneider is responsible for the overall operations of Viega. He most recently was with ABB, where he was group senior vice president and global head of marketing and sales for industrial automation and global head of group solutions and channels.



Ashland Pump announces name change, acquisition

Ashland Pump announced it acquired Water Source, a supplier of accessories and pumps for the sump, sewage and water systems markets. The Water Source team, currently located in Norwalk, Ohio, will be relocating to the Ashland, Ohio, facilities. Their key staff will remain with the company. In addition to the acquisition, Ashland Pump is also changing its corporate name to Ashland Water Group, effective Jan. 1, 2021.

This is what it would look like if we printed **Plumbermag.com** thousands of stories, products and ideas




Get access to everything we can't fit in the magazine. Additional stories, videos, news briefs and other great information that lets you get the most out of *Plumber*.

www.Plumbermag.com

RectorSeal and TRUAire combine forces

RectorSeal, a wholly owned subsidiary of CSW Industrials, acquired TRUAire to provide residential and commercial grilles, registers and diffusers to its expanding product line designed for professional contractors. The TRUAire brand will be the largest brand within the RectorSeal family. As part of the acquisition, legacy RectorSeal distribution centers will be used to deploy products across many TRUAire distribution centers.

Bradford White agrees to purchase Keltech assets

Bradford White announced it has reached a definitive agreement with Bradley Corp. to acquire the assets of Keltech, a manufacturer of commercial electric tankless water heaters. Upon closing, the acquisition will expand Bradford White's portfolio of commercial electric products to help satisfy a wider variety of customers and prepare for the ongoing adoption of electrification initiatives by communities throughout North America. 

DURACABLE DALE



WORDS OF WISDOM

MEASURE A MAN NOT BY THE LINES

ON HIS FACE BUT BY THE

CRUD

ON HIS BOOTS.



===== RIGHT IN THERE WITH YOU. =====

YOU CAN COUNT ON DURACABLE TO GET YOU THE RIGHT EQUIPMENT FOR THE JOB, RECOMMEND A SOLUTION OR TALK YOU THROUGH A TIGHT SPOT. FROM RELIABLE DRAIN CARE TO QUALITY-TESTED & WARRANTY-BACKED MACHINES AND CABLES **WE'VE GOT YOUR BACK.**

DURACABLE.COM



DURACABLE[®]
— MANUFACTURING CO —

800-247-4081

WANT PROMOTION INFORMATION? SIGN UP ONLINE FOR TIPS & SPECIAL SAVINGS.

Product Spotlight

Camera ideal for small-diameter pipe inspection

By Tim Dobbins

Video inspection made easy was the thought process when Electric Eel engineered a system that streams directly to any mobile device. Designed for portability, the Electric Eel eCAM Ace-100 Micro Camera System is a complete package for quick, small-diameter pipeline inspections.

The Ace-100 Micro was built for pipes ranging from 1 1/2- to 3-inch diameter, and can provide inspections up to 100 feet in length. Weighing in at 15 pounds with an overall dimension of 10 inches wide by 12 inches long and 16 inches tall, the camera is easily transportable from job site to job site.

“Above all else, Electric Eel cameras are designed to be rugged and reliable,” says Mark Speranza, vice president of sales for Electric Eel. “The Ace-100 is extremely compact, lightweight and easy to operate. Simply turn on the camera and within 15 seconds you can be recording video to your phone.”

The unit is equipped with a 1-inch stainless steel camera head attached to 100 feet of 1/4-inch HPDE pushrod that is flexible enough to navigate through pipe with ease and even around 1.5-inch elbows. The camera is powered by battery using an 18V Milwaukee or equivalent battery, making operating in remote locations simple.



The system comes standard with a 512Hz transmitter and a resettable onscreen footage counter that can display in both feet and meters. The video is streamed live using a free app that is available for Apple and Android systems. All files are then saved to your device and can be transferred to customers or other devices via email, text or to the Cloud.

“Electric Eel cameras are thoroughly tested both in-house and in the field by actual customers before being put in the marketplace,” Speranza says. “When

testing new products, our aim is to vastly exceed the sort of abuse our customers can inflict on the system to ensure that it will stand up to an average day on the job.”

Ideal for plumbers, the Ace-100 Micro also has practical applications in industrial settings such as factories and manufacturing plants. The Ace-100 was designed to fill the gap below the larger systems that can't go into those tight areas and small pipes. And so far, customers are happy with it. Speranza says that feedback to date has been overwhelmingly positive, saying “Our customers love how compact, portable and long-lasting the camera is.”

800-833-1212; www.electriceel.com



Discover BrassCraft's full PEX lineup

PEX is growing in popularity for its toughness, flexibility, and quick installation. That's why BrassCraft offers a complete lineup of PEX products in the configurations

needed for the toughest installations. BrassCraft valves are 100% leak tested to ensure reliable, leak-free performance for household plumbing fixtures. Handles are easily removed to protect against accidental operation during rough-ins, and the one piece shut off mechanism provides smooth on/off operation without freeze-ups even after long periods of non-use. Explore solutions from BrassCraft, the pro's choice in quality a job done right. 877-272-7755; www.brasscraft.com/pexlineup/#/panels/0/



Milwaukee Tool FUEL Carry-On power supply

The MX FUEL CARRY-ON 3600W/1800W power supply from Milwaukee Tool is part of the new MX FUEL Equipment System. Supplying 3600 peak watts/1800 running watts of pure

sine wave energy, the power supply powers everything from high demand 15A tools to sensitive electronics. The compact size, zero emissions and quiet operation of the power supply allow users to safely operate the unit in confined, indoor spaces and a roll cage provides durability for outdoor job site use. With a push-button start, it can be started in seconds, getting up and running faster by eliminating the repetitive motions of pull starts. The power supply delivers enough power to run one 15 amp tool and one lower wattage device simultaneously and can be powered by a single battery or two batteries for double the runtime. **800-729-3878; www.milwaukeetool.com**

SupplyHouse.com mobile app

The new SupplyHouse.com app brings the website experience to the customer's fingertips with over 180,000 products to shop for and the ability to manage saved carts and previous orders. Exclusive to the app is a barcode scanner which allows customers to scan the barcode of a product to see if it's offered on SupplyHouse.com. In addition, the reorder feature is shown throughout the app, on the bottom bar, for customers to easily reorder products. **888-757-4774; www.supplyhouse.com**



CUES QZ3 advanced portable inspection camera

The QZ3 Advanced lightweight, portable, HD wireless video inspection pole camera from CUES can be operated by one person using any tablet. The camera is designed to provide safe viewing in industrial or environmental areas with no man entry. The QZ3 can also be used to locate lateral services or to identify blockages at manholes, access ports or other entry points without entering the line or structure. Added features over the basic model include motorized height and tilt, and laser distance measurements. The camera is mounted on



a lightweight, telescopic carbon fiber pole that can extend up to 24 feet, and an optional 34-foot pole is available. The 1080p camera features a 360-to-1 zoom with built-in image stabilization, automatic focus and distance-to-defect measurement. Self-contained waterproof Multiple Aspheric Projection lighting, including six LED spotlights, works in pairs and focuses at different lengths, to provide enhanced, detailed viewing of cracks, breaks, pipe separations, scale and various defect conditions. The QZ3 Advanced also includes two diffused flood LED lights for evenly lit manhole inspections. **800-327-7791; www.cuesinc.com**

Ruvati Workstation ledge sink collection

Ruvati's new Workstation ledge sink collection uses a two-track system with sliding accessories to greatly expand the range of activities performed at the traditional kitchen sink. A solid wood platform spans the generously sized basin and holds a five-quart stainless steel mixing bowl with nonslip silicone bottom. The two-tiered Workstation is an undermount single-bowl design that comes in three sizes: 33, 45 and 57 inches wide. It is crafted from premium 16 gauge stainless steel that will not rust or stain, and features a commercial grade brushed finish that is highly scratch resistant. A 1-inch slope on the basin floor allows for efficient water drainage and a reversible option for left- or right-side drain installation. The sink is built with heavy-duty sound guard padding and undercoating on all exterior sides to provide effective sound and thermal insulation. **855-478-8284; www.ruvati.com**



Flomatic Model 408S6 ball check valve

The new Flomatic Model 408S6 ball check valve meets AWWA standard C508 check valve flanged to flanged lay lengths. The valve body features a 316 stainless steel body and access port. The valve incorporates a self-cleaning Nitrile (Buna-N) covered metal ball promoting an extended service life. In addition, these valves are flow efficient and require virtually no maintenance. Floating balls are also available for air vent or flood-control applications. They are available in 4- and 6-inch sizes and are rated to 150 psi and a maximum temperature of 180 degrees F. **800-833-2040; www.flomatic.com**





FEATURED IN AN ARTICLE?

MAKE THE MOST OF IT!

Reprints available:
Hard copy color reprints
Electronic reprints

Visit plumbermag.com/order/reprint
for articles and pricing



Product NEWS

Watts Pronto! adjustable clean-outs

The Watts Pronto! line of adjustable clean-outs are durable, aesthetically appealing clean-outs that offer easy installation and simple leveling for all floor finishes. Available in PVC and cast iron, the Pronto! line enables post-pour adjustment and quick installation. The clean-outs feature an integrated bubble level concrete cover for a level installation and to protect the clean-out while pouring concrete. The product is pre-packaged with shims for tilt correction to create a professional finish. The clean-outs are designed for light- to medium-duty commercial and residential use. They are available in two durable nickel-bronze cover sizes with 5- and 6-inch diameters and a 5-inch stainless option. They include pipe connections of 2, 3 and 4 inches and come complete with an anchor flange, with up to 1 1/2-inch pre-pour and 1-inch post-pour adjustability. **978-688-1811; www.watts.com**



Send us your plumbing product news. Email new plumbing product news, photos, and videos to editor@plumbermag.com.

CLASSIFIEDS

BUSINESSES

Looking for a qualifier to qualified a plumbing company in Florida. Call 561-239-5838 (L03)

OWNER RETIRING: Palm Beach County Florida, Population 1.3 million, long established Plumbing Service and Repair business. Drain cleaning, gas piping & remodeling. \$500k (+/-) revenue from two service vans, consistent for years. Excellent location, reputation and financials. \$329,999 SBA Financing available. Contact Erin Crawford 561-346-5597 for details. (L03)

www.RooterMan.com. Franchises available with low flat fee. New concept. Visit web site or call 1-800-700-8062. (CBM)

RENTAL EQUIPMENT

Liquid vacs, wet/dry industrial vacs, combination jetter/vacs, vacuum street sweeper & catch basin cleaner, truck & trailer mounted jettors. All available for daily, weekly, monthly, and yearly rentals. VSI Rentals, LLC, (888)VAC-UNIT (822-8648) www.vsirentalsllc.com (CBM)

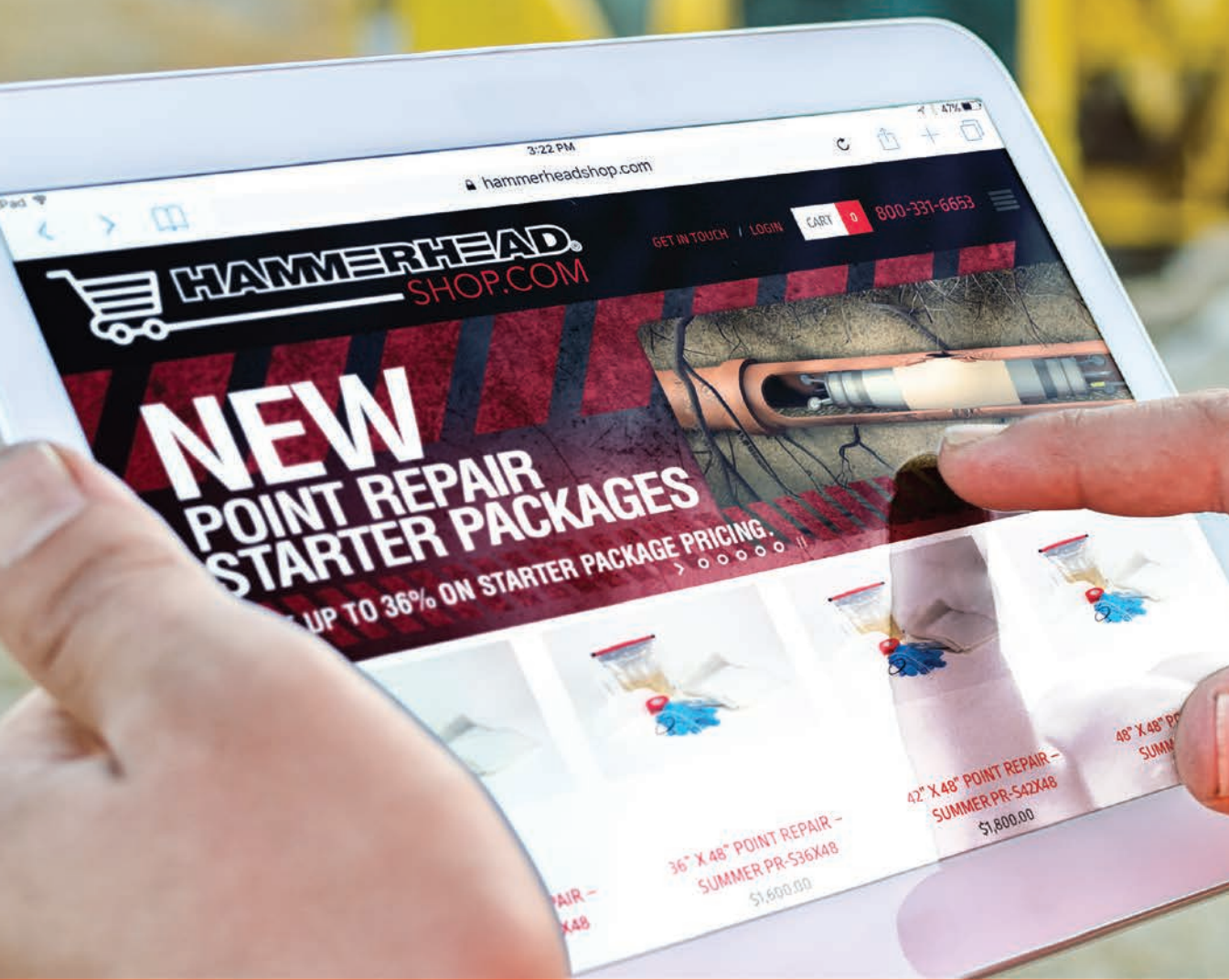
SERVICE & REPAIRS

PIPE INSPECTION - CAMERA WHEELS WORN OUT? I can re-grit them for you. Call Jerry 714-697-8697 or visit www.cuaclaws.com. (LBM)

Dynamic Repairs - Inspection Camera Repairs: 48-hr. turn-around time. General Wire, Ratech, Ridgid, Electric Eel, Gator Cams, Insight Vision, Vision Intruders. Quality service on all brands. Rental equipment available. For more info. call Jack at 973-478-0893. Lodi, New Jersey. www.dynamicrepairs.biz (CBM)

LIST YOUR EQUIPMENT
IN THE PAGES OF
PLUMBER!

www.plumbermag.com/classifieds/place-ad



YOUR SINGLE SOURCE FOR TRENCHLESS REHAB & REPLACEMENT.



HammerHead Trenchless provides precision-manufactured equipment, comprehensive trenchless materials and supplies, and all the training and support you need to attack anything standing between you and rehabilitated pipes. Offering only the best and most innovative technologies available, our responsive team is by your side throughout the life of your quality HammerHead equipment – no matter how down and dirty your trenchless needs may be.



TOUGH EQUIPMENT. TRUSTED SUPPORT.

visit hammerheadtrenchless.com or call 800.331.6653

BURSTING | RAMMING | LINING | POINT REPAIR | GAS SLITTING

Estimating Software & Digital Takeoff
All in one Program!



Call for a demo today!
800-444-4890
www.mccormicksys.com/plumbing

Let Us Build Your **JETTER**



AMERICAN JETTER.COM
866-9HI-FLOW

SEE THE VIDEO AT:
www.ARCTICBLASTER.com



Thawing:
 Frozen Water Lines • Sewer Lines
 Valve and Load Lines • Culverts

A PROPANE TORCH, 2 GAL. OF WATER & THE AMAZING ARCTIC BLASTER

Makes steam in 10 minutes or less. Thaw 30 ft of water line in 15 minutes.

ARCTIC BLASTER 403-638-3934



NSF

Certified to ANSINSP 60

DYE TRACERS

Solutions for:

- Infiltration
- Septic Systems
- Cross Connection
- Leaks and more...



Division of Kingscote Chemicals

Use code **PLU21** for 10% off your next order

www.brightdyes.com
 1-800-394-0678

Superior SMOKE

Find Leaks & Sources of Odor
 Fast • Inexpensive • Easy



Superior 5E Electric Smoker



Smoke Candles SealPacs
SuperiorSignal.com/Plumber

March 22-2

Mechanical Contractors Association of American (MCAA) Virtual Education Conference.
 Visit www.mcaaconvention.org

May 11-12

Seventh Emerging Water Technology Symposium
 Westin Riverwalk, San Antonio. Visit iapmo.org/ibu/events

May 11-13

National Hardware Show,
 Las Vegas Convention Center, Las Vegas.
 Visit www.nationalhardwareshow.com

June 13-16

AWWA Annual Conference & Exposition (ACE),
 San Diego Convention Center, San Diego.
 Visit www.events.awwa.org

June 29-July 2

Water & Wastewater Equipment Treatment & Transport (WWETT) Show,
 Indiana Convention Center, Indianapolis.
 Visit www.wwettshow.com

Plumber invites organizations and associations to submit details about upcoming industry trade shows and conferences for our calendar of events. editor@plumbermag.com.

It's your magazine.

Tell your story.

Plumber welcomes news about your plumbing operation. Send your ideas to editor@plumbermag.com or call 800/257-7222.

JOIN THE CONVERSATION.
 THE CAMARADERIE.
 THE COMMUNITY.

Plumber

- facebook.com/PlumberMag
- twitter.com/PlumberMag
- youtube.com/PlumberMagazine
- linkedin.com/company/plumber-magazine

WEQ

WASTEWATER EQUIPMENT FAIR

Outdoor Equipment Demonstrations
York, Pennsylvania
 June 22-23, 2021



Confirmed York, PA Exhibiting Companies:

Allan J. Coleman Co.	Harben, Inc.	Pik Rite, Inc.
Bald Eagle Pellet Co.	ISG Rents	Prime Resins
Bucher Municipal North America	ITI Trailers & Truck Bodies, Inc.	Prokasro Services USA, Inc.
CUES, Inc.	Imperial Industries, Inc.	Sewer Equipment
Duracable Manufacturing Co.	KEG Technologies, Inc.	SewerProShop, LLC
Electric Eel Mfg.	Logiball, Inc.	Super Products LLC
Enz USA Inc.	National Vacuum Equipment, Inc.	TruGrit Traction Inc.
GapVax, Inc.	Picote Solutions	As of 01/26/21

Register for FREE online at:
weqfair.com

Future Locations and Dates:



Nashville, TN
 Sept. 14-15, 2021



Jacksonville, FL
 Jan. 12-13, 2022

Water Meters & Sub-meters



Starting at
\$55

WM-PC
Plastic Multi-Jet
1/2" to 1 1/2" NPT



Starting at
\$100

WM-NLC
Lead Free Multi-Jet
1/2" to 2" NPT



Starting at
\$119

D10
Lead Free Pos. Disp.
1/2" to 1" NPT
1 1/2" & 2" Flange



Starting at
\$105

Pit Rated!

T10
Lead Free Pos. Disp.
3/4" to 1" NPT

Remote Digital Meter Displays

Add any of these remote displays to any meter above!
Battery Powered (10 year Life), Simple 2-wire Hookup to Meter

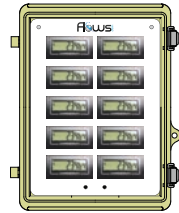


New!

- Switchbox or Wall Mount
- Weatherproof
- Up to 2 meters
- Replaceable Battery



Panel Mount with
Reset Button

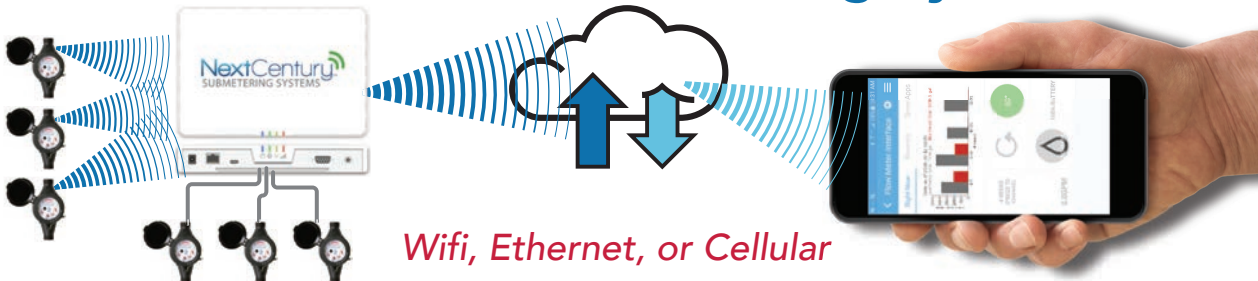


Lockable NEMA 4X Cabinet
for Up to 10 Displays



in Weatherproof Enclosures
Single, Locking Reset, Dual

Wireless Remote Meter Reading Systems



Wifi, Ethernet, or Cellular

Let us help you become a water sub-metering EXPERT!

Our friendly sales and support staff make it easy for plumbers to provide expert sub-metering system installation. Our systems come pre-programmed according to your instructions for a simple "plug-n-play" installation.



- Fast Shipping
 - Expert Support
 - Free Shipping on orders over \$100
- Call **855-871-6091** or visit us online



NEW

VISION HD



130' Durable Push Rod with Built-in Foot Counter



REPAIR CENTER

We repair all major brands of sewer & drain cleaning machines, jetting, and inspection equipment.

-Free quotes

-Fast turnaround

TROJAN

WORLDWIDE INC.™



12 YEARS



17 YEARS



18 YEARS



TIME-TESTED TOUGH



23 YEARS



28 YEARS



30 YEARS

Super-Vee®

There is no denying that over time, only the strong survive. Tradespeople have become attached to their time-tested Super-Vee® small line machines with good reason—they're strong, dependable, well designed and well loved.

Ask any plumber that's been doing this for awhile how long they've had their Super-Vees. Don't be surprised if you find some have been around for 30 or more years. Now that's a real testament to longevity.

Call the Drain Brains® at 800-245-6200 or visit www.drainbrain.com/super-vee